SEPTEMBER 3, 1956 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

25TH year

...And now a 5th Storz Station heard from

WQAM, *Miami*

Serving all of Southern Florida with 5,000 watts on 560 kc. Represented by JOHN BLAIR & CO.

KOWH, *Omaha*

First on Hooper (47.7%), Pulse, Trendex in every time period. Represented by Adam J. Young, Inc.

WTIX, *New Orleans*

Even further ahead in first place per latest Hooper. Represented by Adam J. Young, Inc.

WHB, *Kansas City*

First per Hooper (45.8%), Also Area Nielsen, Area Pulse, Metro Pulse. Represented by JOHN BLAIR & CO.

WDGY, *Minneapolis-St. Paul*

Now all-time highs. First in the afternoon, per Hooper. Strong 2nd place, Nielsen—and climbing fast. Represented by JOHN BLAIR & CO.

"The Storz Stations"

President: Todd Storz

If you sell things

the way to sell them in the Sioux City area is

KVTV CHANNEL 9

BECAUSE:

KVTV dominates Sioux City

The people who buy the things you sell watch KVTV Channel 9 *more* than any other station . . . better than 2 to 1. Witness Telepulse's latest Sioux City survey figures:

- 65% share of audience 7 to noon Monday to Friday
- 69% share of audience 6 to midnight Saturday
- 73% share of audience noon to 6 Sunday

BECAUSE:

KVTV has top CBS and ABC shows

The people who buy the things you sell watch KVTV Channel 9 more because they see the pick of the shows from two top networks.

BECAUSE:

KVTV has top syndicated and local shows

The people who buy the things you sell watch KVTV Channel 9 more because they see the best of the film shows. Smart advertisers place these audience-pullers on KVTV:

- Highway Patrol
- I Led Three Lives
- Waterfront
- Rin Tin Tin

The way to sell the 204,500 families in the Sioux City area is KVTV Channel 9. See your Katz representative.

CBS • ABC

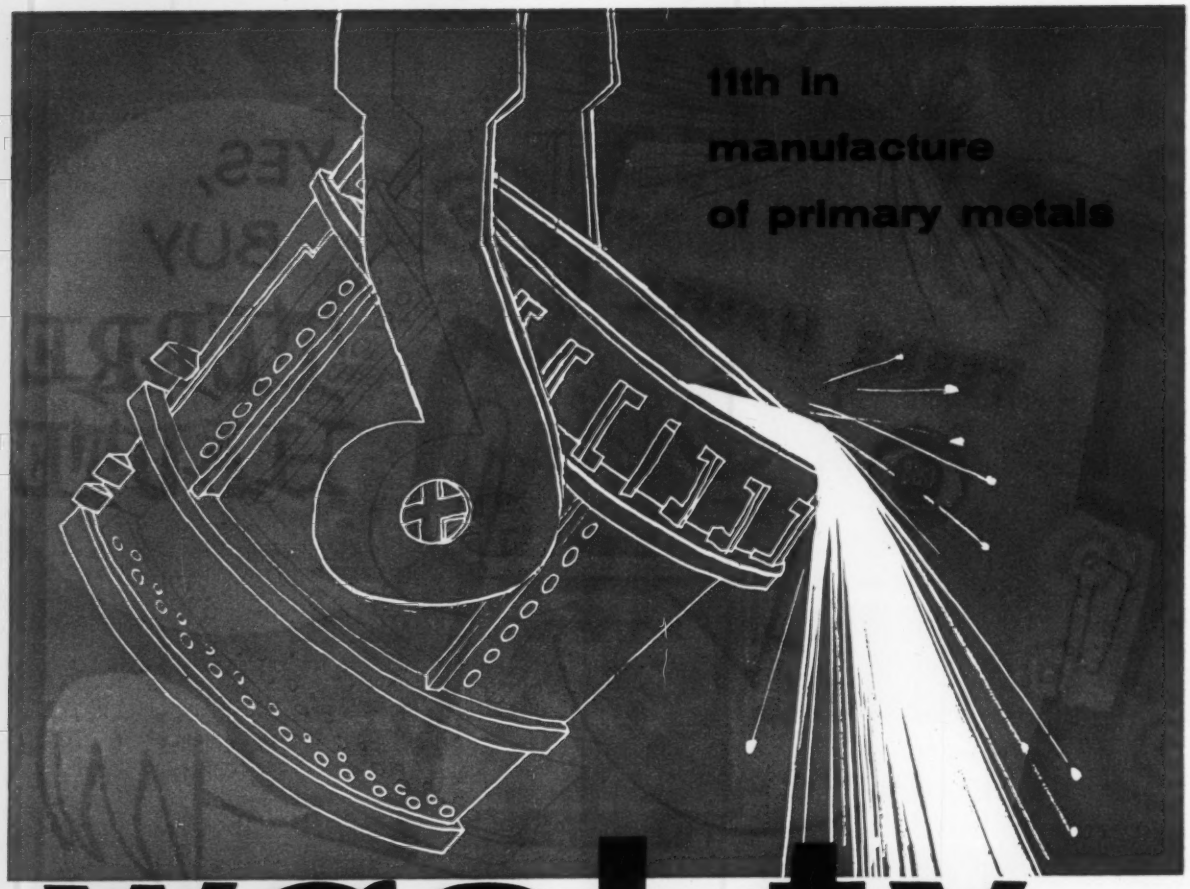
KVTV Channel 9

Sioux City, Iowa

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota.

Don D. Sullivan, General Manager.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



wgal-tv

LANCASTER, PENNA.

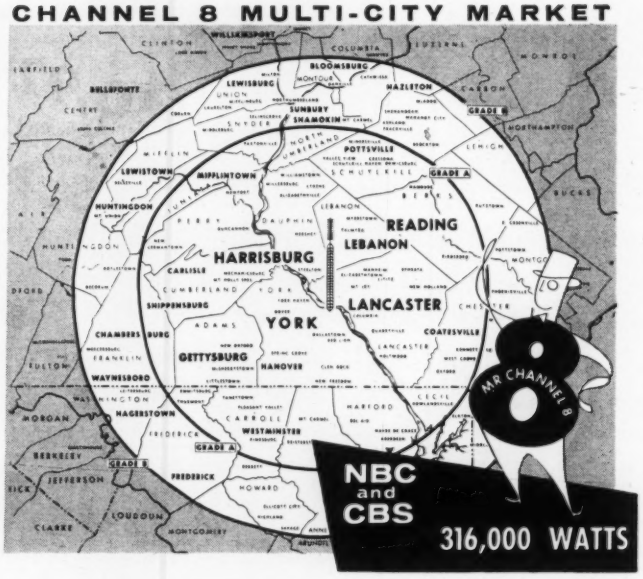
NBC AND CBS

Among the television markets foremost in the manufacture of primary metals, the Channel 8 Multi-City Market ranks eleventh, based on production figures for America's top 100 counties (*SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956*) This is just one phase of the widely diversified industry which makes the WGAL-TV Channel 8 market a buying market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York Los Angeles
Chicago San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit®

WORST YET • Networks now know they face probably toughest Congressional hearing of recent times when House Antitrust Subcommittee begins New York hearings Sept. 12. At secret session with Chairman Emanuel Celler (D-N.Y.) last Thursday network executives were bluntly told to produce every contract involving talent, station affiliations, program production and sponsorship. Failure to submit material will mean citation for contempt of Congress, Rep. Celler warned.

B•T

NETWORKS naturally don't want innermost secrets revealed and hence refused to supply information voluntarily. Subcommittee is expected to subpoena material, and chances are networks will appeal to courts to prevent disclosure of information that could be damaging competitively. At Thursday session with Chairman Celler were Frank Stanton and Richard Salant of CBS and David Adams and Thomas E. Ervin of NBC, with outside attorneys Bruce Bromley for CBS and John Sonnott, for NBC. Reps. Peter W. Rodino Jr. (D-N.J.) and James M. Quigley (D-Pa.), committee members, were also there with committee counsel, Kenneth Harkins and Samuel Pierce.

B•T

MEANWHILE, BACK AT THE RANCH • Rep. Celler's sleuths were nosing around FCC commissioners' offices last week, apparently seeking "telephone" or other memos similar to those unearthed by Evins subcommittee. Whether Celler staffmen were looking for particular items or just engaged in fishing expedition unknown, but findings, according to those who ought to know, were nil. Several commissioners, it's understood, plan to attend opening session in New York, since they'll be in town anyway for Radio & Television Executives Society luncheon honoring FCC.

B•T

PROPOSED merger of Bartell-owned ch. 33 WMTV (TV) Madison, Wis., and newspaper owners of WIBA Madison (Capital Times *and* Wisconsin State Journal) *has fallen through, according to reliable sources. Reasons not known, except that principals could not agree on terms.*

B•T

SALES UNDER SCRUTINY • Concern over increased activity in tv station sales is being evinced by FCC, which reconvened last week after month's holiday. Commissioners do not question prices but feel that body should take cognizance of large turnover and of trends in ownership. Consequently there's thought that cases involving important interests, whose primary activities are outside broadcasting, should be scrutinized, with possibility of hearings. This would be in line with suggestion of Chairman Magnuson (D-Wash.) of Senate Commerce Committee in transmittal of committee's recent interim report on tv investigation, wherein he commented: "I wish to add some thoughts arising from current trends [such as] the infiltration of big investment business into television. These are questions requiring study by your Commission, and no doubt will be investigated, in due time, by this Committee . . ." [B•T, July 23].

B•T

WHAT may emerge from FCC discussion on station sales is new policy which would delve into situations where short-term licensees sell at high prices. Bandied about has been term "trafficking," which by rule-of-thumb heretofore has meant sale of stations which have not been held for more than one year. FCC members are talking about looking into commitments made by such applicants during hearings, and what extenuating circumstances might have developed to cause licensee to sell.

B•T

SMOKE RINGS • What would Stevenson-Kefauver victory bring to communications regulation? Gov. Stevenson has several broadcaster friends but apparently none who aspire to public office. Sen Kefauver's pre-convention supporters include Lou Poller, former owner of Milwaukee radio-tv properties and advocate of subscription tv, who wanted Frieda B. Hennock vacancy on FCC last year; William A. Roberts, Washington attorney who represented DuMont, among others, in allocations battles, and who served as treasurer for vice presidential candidate, and Edward Lamb, millionaire Ohio broadcaster-publisher-industrialist, whose bitterly-contested license renewal case still pends before FCC and for whom Sen. Kefauver testified in Senate proceedings last year.

B•T

HANDS OFF policy on evaluation of programs, commercial content or category breakdowns, in fact, all those criteria evaluated in so-called Blue Book of 1946, has been proposed to FCC by its newest member, Comr. T. A. M. Craven. At time FCC recessed in July, question of what to do about programming was deferred until reconvening. Comr. Craven reportedly has drawn up his proposal in event FCC majority decides to proceed with study. In that case, his proposal would become dissent.

B•T

SHIFTS IN PORTLAND • Now-building ch. 8 KGW-TV Portland, Ore., and long-time NBC affiliated KGW-AM, on Dec. 17 join ABC networks. Thus KGW stations, identified with same Mrs. A. Scott Bullitt ownership as pioneer ch. 5 KING-TV and its am affiliate in Seattle, will constitute major market links for ABC in Pacific Northwest. Ch. 12 KLOR-TV is now ABC-TV affiliate while ABC Radio outlet is Westinghouse-owned 50 kw KEX. NBC Radio network plans are not known.

DETAILS won't be out for a few days, but it's known NARTB's board has approved expanded public relations program. Plan to step up association's program in this field was diverted to Public Relations Committee at June board meeting. Since that time committee has drafted program and board approval has been obtained by mail. Hiring of at least one new man in public relations department is expected. Funds for new activity to come out of present budget. Discarded: Proposal to set up NARTB branch office in New York for public relations contacts.

B•T

TV BOOMER • From nothing in television to almost everything in television is transformation that Wesson Oil & Snowdrift Sales Co. advertising budget has undergone in little more than year, now that company is set for one-third sponsorship of NBC-TV *Sid Caesar Show* this fall (Sat., 9-10 p.m. EDT). Its Caesar investment, estimated at about $1.2 million and placed through Fitzgerald Adv., New Orleans, pushes firm's tv outlay past $4 million mark. Wesson & Snowdrift company has been one of prime targets of special tv presentations by Television Bureau of Advertising.

B•T

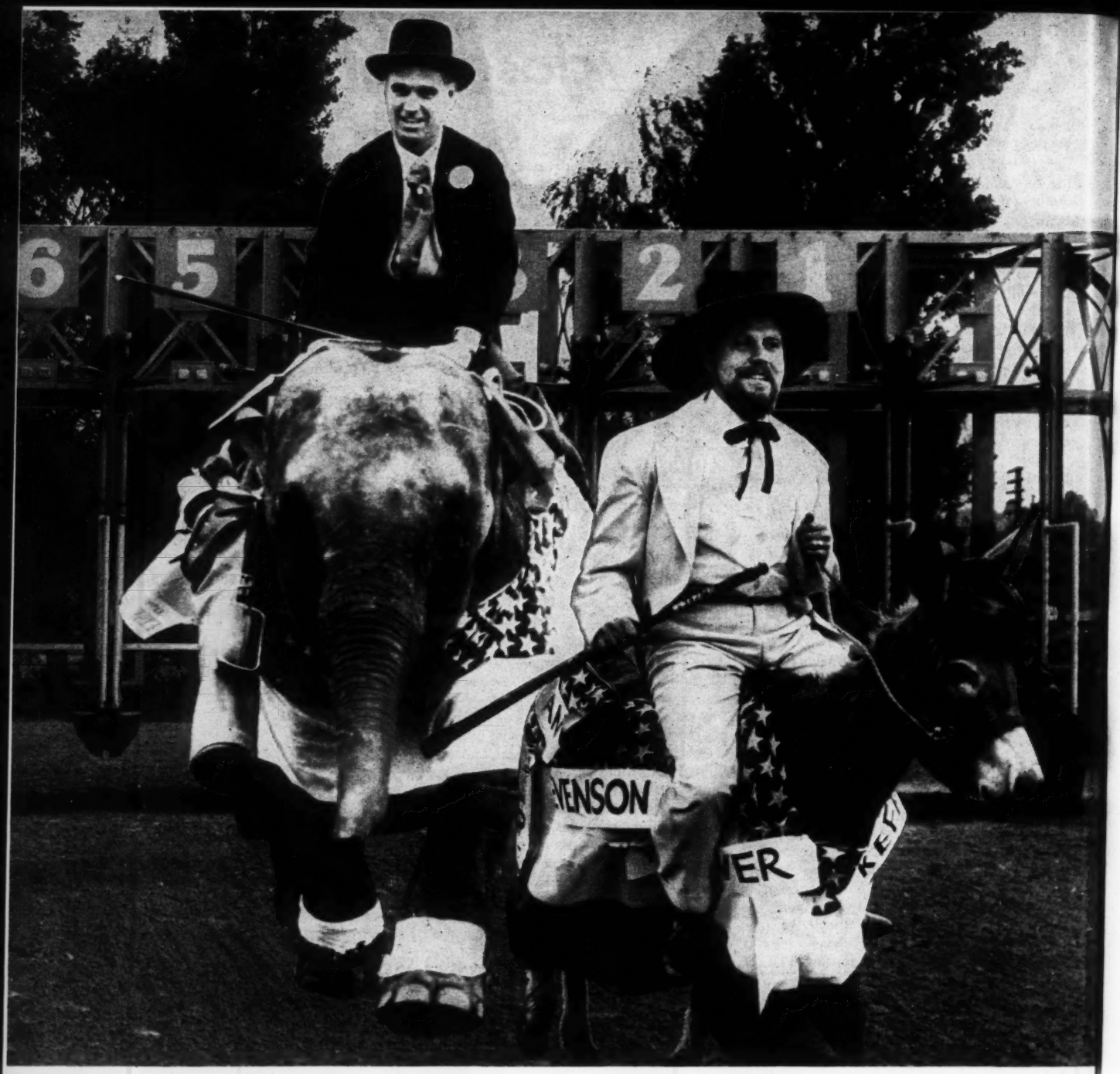
ANOTHER tv absentee that has been high on TvB target list, Sunkist Growers Inc., Los Angeles, is now on verge of its first major move into network television. Sunkist's purchase of alternate-week quarter-hours in Queen for a Day *(NBC-TV, Mon.-Fri., 4-4:45 p.m. EDT) on 52-week basis, is due to be announced shortly. Contract was placed through Foote, Cone & Belding, Los Angeles.*

B•T

STATES' RIGHTS • Montana's Gov. J. Hugo Aronson may follow lead of Colorado's Gov. E. C. (Big Ed) Johnson, in appointing his own state "FCC" to authorize on-channel tv boosters to serve canyon dwellers and others who can't get service because of rugged terrain. FCC considers such boosters illegal, but hundreds of them are believed in use and, under Federal law, are considered "bootleg" operations. (See EDITORIAL, page 102.)

B•T

IN WHAT will be claimed as largest single-market television program sale to single sponsor, KTTV (TV) Los Angeles Tuesday will announce Colgate-Palmolive Co. has bought Friday 8-10 p.m. period, starting Oct. 12, for cream of uncut M-G-M feature films newly acquired by station. Contract is for 52 weeks. Weekly time-program package is $15,000, said to be highest asked in Los Angeles, making total buy nearly $800,000. Blair Tv, New York, closed sale Friday.



KING'S POLL GALLOP...

The results of Radio KING's Poll Gallop, staged at Seattle's Longacres Race Track, were somewhat inconclusive. But as a typical demonstration of KING showmanship they pleased both parties and the independents too!

For conclusive evidence of KING's domination of the important Western Washington market, however—check any nationally recognized survey, the latest 18 Western Washington county pulse, for example. You'll find Radio KING in strong leadership.

Radio KING—1090 KC
ABC—50,000 Watts

FIRST IN SEATTLE

Radio KING

at deadline

FCC Calls for Meeting On Uhf 'Crash' Plan

CALL for industry conference on uhf "crash" program issued by FCC Friday, with meeting scheduled Sept. 20 in Washington under chairmanship of FCC Chairman George C. McConnaughey. Commission sent invitations to NARTB, RETMA, Joint Council on Educational Television, Committee for Competitive Tv and Assn. of Maximum Service Telecasters. Each group was asked to have four delegates.

Agenda for meeting calls for establishment of Tv Allocation Research Committee (TARC) by industry to cooperate with FCC. TARC's objectives: to assemble facts relating to feasibility of transferring tv to uhf, or alternatives, and to advise FCC on technical principles in tv channel allocations. TARC composition will be of all sections of industry, with chairman recommended from RETMA. Costs of research program expected to be borne by various organizations which are members of TARC. Program will encompass research involving transmissions in lower, middle and upper portions of uhf band, use of operating vhf and uhf stations, vhf and uhf receivers, and uhf-vhf field intensity measuring equipment. Investigation on establishment of industry-owned, non-profit research corporation to defray costs should be made, with possibility suggested that TARC might become such a non-profit corporation.

Details of suggested research program set out as follows:

(a) *Transmitters*

1. Comparison between potential performance and costs of modern vhf and uhf transmission systems including transmitters, antennas and transmission lines.

2. Measures required to provide uhf coverage capability equivalent to vhf.

(b) *Receivers*

1. Comparative potential performance and costs of modern vhf and uhf monochrome and color receiving systems including receivers, antennas and transmission lines embodying latest technical developments.

2. Requirements for circuits and tubes for efficient uhf monochrome and color receiver.

3. Requirements for effective uhf receiving antenna system including transmission lines.

4. Feasibility of design of moderately priced receiving system capable of being utilized efficiently for both vhf and uhf in color and monochrome.

(c) *Field Testing*

1. Determine uniform methods for measuring field intensity and appraising the quality of television service.

2. Field intensity measurements of performance of uhf and vhf transmission over same terrain conditions. These should include measurements and observations in one or more: canyon type cities, average type cities, prairie area locations, mountainous area locations. Field testing should include not only field intensity measurements but also actual observations of technical quality of service rendered under various conditions and comparison thereof between median vhf channel and three uhf channels (including low band, median band and high band).

(d) *Propagation*

1. Evaluation of practical results obtained from field testing, review of theoretical literature and correlation between practical and theoretical performance of vhf and uhf under various conditions.

2. Suggested methods for improving uhf performance if such is considered feasible.

(e) *Multiple Vhf Channel Usage*

1. Study of techniques required to make most effective use of 12 vhf channels only for television broadcasting.

2. Evaluation of television service which can be achieved by the application of techniques developed in (1) above.

PASTEL SETTING

FCC's new commissioner's meeting room, Room 7134, was used for first time last week. Appointments—including walls, drapes and rug—range from pink to rose and have stimulated Commission personnel to refer to it as "the boudoir."

Vick Drops Spot Drive In Favor of Network Buy

VICK CHEMICAL Co., New York, which early in summer had scheduled 13-week spot campaign via 15 radio and 30 tv stations for October [B•T, July 9], changed its mind Friday, diverting its funds to co-sponsorship (with American Tobacco Co's Pall Mall) of *The Big Story* (NBC-TV, Fridays, 9:30-10 p.m.). Although Vick's two agencies are assigned to *Story*—Morse International and BBDO—only one product so far is set for network exposure: Vapo-Rub liniment (BBDO). BBDO said Friday Vick also would co-sponsor new NBC-TV Tuesday *Jonathan Winters Show* scheduled for fall showing at 7:30-7:45 p.m.

With its U. S. advertising plans still fluid, Vick has scouted north of border for Canadian radio availabilities in 25-50 markets in what is reported to be largest ($200,000-plus) Canadian spot venture for pharmaceutical house. This campaign, set to start tandem-style on Sept. 17, will run 22 weeks.

Colgate, Esty to Sever; $4.5 Million Billing in Air

COLGATE-PALMOLIVE Co. and Wm. Esty Co. will terminate their advertising affiliation by mutual agreement as of Dec. 31. Esty handles Colgate products whose overall billings come to an estimated $4.5 million. They are Fab, Vel, Rapid Shave, which are substantial radio users, along with Brisk, Charmis Beauty Bar and Vel Bar. New agency still to be named.

LIKE OLD TIMES

JACKIE GLEASON is looking for "prettiest girls in the world" for use on his program which returns Sept. 29 on CBS-TV (Sat., 8-9 p.m. EDT). He has issued audition call for this Wednesday at Park Sheraton Hotel in New York, at which time three beautiful "Portrettes" and 16 "Glea-Girls" will be selected.

• BUSINESS BRIEFLY

TIME ON MIND • Nestle Co., White Plains, N. Y., through Bryan Houston, N. Y., still looking for availabilities to complete 100-station lineup for six-week fall radio campaign in 30-50 markets.

NEW FOR DREW • E. F. Drew & Co. (Tri-Nut margarine), N. Y., will launch first saturation tv spot drive in 15 New England and Cleveland-Columbus (Ohio) markets starting Sept. 10. Length of campaign depends on results of first 13-week cycle on 26 stations. Agency: Donahue & Coe, N. Y.

TOYS ON TV • Toy Guidance Council, N. Y., toy industry promotional organization, again scheduled to aid toy dealers throughout nation in pre-Christmas placement of "Toyland Express," 15-minute film starring Jimmy Nelson, starting first week of November. Agency for TGC, Friend-Reiss Adv., N. Y., says 100 markets would be covered this year, indicating increase of 40 over last year's "Toyland Express" with Paul Winchell and Jerry Mahoney.

CALUMET CAMPAIGN • General Foods Corp. (Calumet baking powder), White Plains, N. Y., effective Oct. 1 buying radio spot announcements in approximately 50 smaller markets. Contract, for 13 weeks, placed by Young & Rubicam, N. Y.

COAL IN MARKET • Reading Anthracite Coal Co. placing radio spot announcement campaign in major markets beginning early in October. Lewis & Gilman, Philadelphia, is agency.

DUZ IN MIDWEST • Procter & Gamble (Duz), Cincinnati, preparing tv spot announcement campaign to start in October and run for 52 weeks in Midwest. Compton Adv., N. Y., is agency.

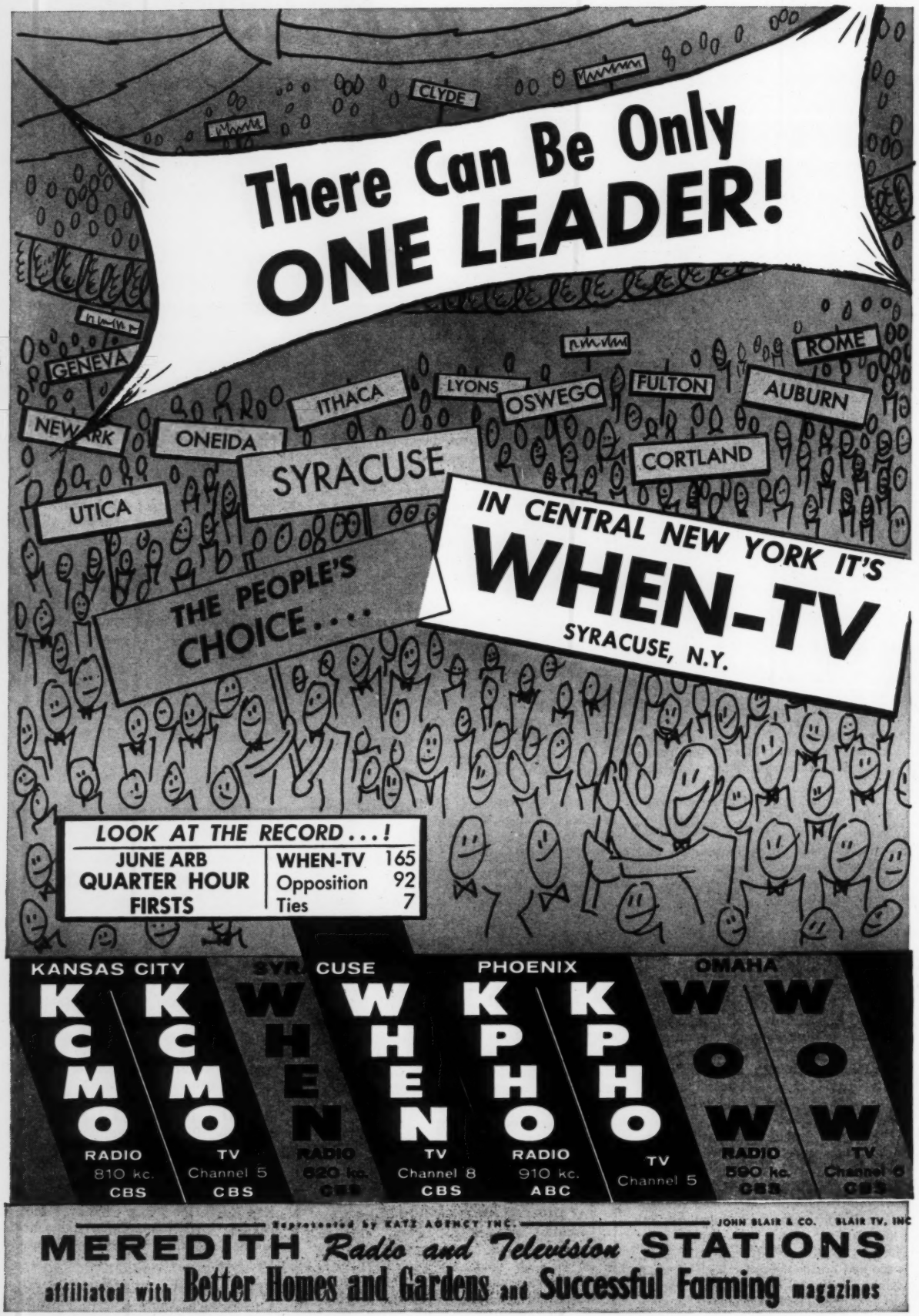
ZIPPERS IN 35 • Coats & Clark Co. (zippers), N. Y., will go into 35 markets with tv spot drive for five weeks starting Sept. 17. Through Kenyon & Eckhardt, N. Y., client also will buy participations in ABC-TV's *Afternoon Film Festival* later this month.

SPRY DRIVE • Lever Bros. (Spry shortening) launching regular fall radio campaign in top 39 markets for 10 weeks starting Sept. 17. Campaign will be split into two five-week phases, separated by two-week interval, and will be Spry's first through Kenyon & Eckhardt, which recently gained account.

RADIO FOR VANILLA • American Home Products (Burnett's vanilla), N. Y., planning radio spot campaign in approximately 25 major markets beginning Sept. 24 and running for 13 weeks. Agency: Geyer Adv., N. Y.

KIT-KAT ON TV • Chunky Candy (Kit-Kat candy), N. Y., preparing tv spot schedule starting Sept. 10 for 13 weeks in scattered tv markets. Grey Adv., N. Y., is agency.

FELS NAPTHA PLANNING • Fels Naptha Co., through Aitkin Kynett, Philadelphia, preparing radio spot announcement campaign in major markets for 13 weeks, starting mid-September.


There Can Be Only
ONE LEADER!
CLYDE
GENEVA
NEWARK
ONEIDA
ITHACA
LYONS
OSWEGO
FULTON
ROME
AUBURN
CORTLAND
SYRACUSE
UTICA
THE PEOPLE'S CHOICE....
IN CENTRAL NEW YORK IT'S
WHEN-TV
SYRACUSE, N.Y.
LOOK AT THE RECORD...!
JUNE ARB QUARTER HOUR FIRSTS
WHEN-TV 165
Opposition 92
Ties 7
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV, INC
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Florida-Georgia Tv Co. Wins Jacksonville, Fla., Ch. 12

FCC Friday announced final decision granting Jacksonville, Fla., ch. 12 to Florida-Georgia Tv Co. and denying competing applications by city-owned WJAX and WPDQ same city. Vote, reversing examiner's initial decision favoring WPDQ was four to two, with Chairman McConnaughey and Comr. Bartley favoring WPDQ. Comr. Craven abstained.

Grant made to Florida-Georgia on past broadcast experience, integration of ownership and management and diversification of business interests. Florida-Georgia owned 26% by George H. Hodges, 26% by Alexander Brest; local businessmen; 19% by Harold S. Cohn, owner WRHC Jacksonville; 20% by Mitchell Wolfson-Sidney Meyer interests (WTVJ [TV] Miami and theatres), and 3% by Jesse H. Cripe, WTVJ operations manager, who is slated to be general manager of Jacksonville outlet.

Comr. Bartley issued dissenting opinion taking issue with majority's conclusions favoring Florida-Georgia.

Dellar Buys KCCC-TV

SALE of KCCC-TV Sacramento, Calif., by co-owners Harry W. McCart and Ashley L. Robison to Lincoln Dellar, owner of KXOA there, announced Friday, subject to FCC approval. Purchase price: $400,000, including assumption of liabilities.

Mr. Dellar also owns KXL Portland, Ore.; KHMO Hannibal, Mo., and 50% of KJR Seattle. Ch. 40 KCCC-TV will continue full ABC-TV affiliation, Mr. Dellar said, and remain under managership of Al J. Richards. Mr. Dellar will be president and executive director.

WARE, WSTP, WPFA Sold

THREE radio station sales reported Friday, all negotiated through Blackburn-Hamilton Co., station brokers, and all subject to FCC approval.

WARE Ware, Mass., sold by H. Scott Killgore interests to Sherwood J. Tartlow and Betram and Al Roberts for $105,000. Mr. Tartlow is president-general manager and Al Roberts is commercial manager of WHIL Medford, Mass. WARE is 1 kw on 1250 kc.

WSPT Salisbury, N. C., sold by Robert M. Wallace and associates to Tom Harrell, commercial manager, WFNC Fayetteville, N. C., and Ted Austin, program director, WGEM Quincy, Ill., for $83,000. WSTP is 250 w on 1490 kc.

WPFA Pensacola, Fla., sold by Charles W. Lamar Jr. to J. W. O'Connor, Chicago tv film producer, for $77,500. Station is 1 kw day on 790 kc. Mr. O'Connor is co-owner of Lucas-O'Connor film company, Chicago; formerly employed at WAAF Chicago and WQAM Miami. Mr. Lamar retains ownership of now-dark ch. 15 WPFA-TV Pensacola.

Bids for Sioux Falls Tv

APPLICATION filed Friday for Sioux Falls, S. D., ch. 13 by Morton H. Henkin (KSOO Sioux Falls) seeking 18.79 kw, 690 ft. antenna height above average terrain, proposing $197,857 to build and $150,000 first year operating cost.

QUICKIES FOR SALE

SPONSORED station identification announcements, tested by ABC Radio with Campbell Soup Co. as sponsor on west coast hookup several months ago, are now being pitched by network to number of prospective sponsors whose products and/or services are deemed by ABC to be appropriate to this quickie form of advertising. One such is AT&T, though no sale has been completed there or with any other prospect as yet. Sponsored ID's presumably would be handled a la those for Campbell, which said, in effect: "Campbell Soups are m-m-m-m good. This is ABC Radio Network."

Brylcreem's Hot for Film

HAROLD F. RITCHIE Co. (Brylcreem hair dressing), which for past three years has followed "highly successful" formula of late evening spot tv in 100 top tv markets, is seriously reappraising techniques. Convinced that films this coming season "will be the hottest properties so far as cost per thousand goes," spokesman of its agency, Atherton & Currier, N. Y., said client will "look to developing an entirely new audience" in months to come. Last week, Brylcreem bought participations in early evening showing of Ziv's *Science Fiction Theatre* on KTTV (TV) Los Angeles; next month, it will add *Dr. Christian* to its test strategy on KFSD (TV) San Diego.

Minor Parties Get ABC Time

NEW SERIES of "acceptance speeches" by nominees of three minor political parties set by ABC Radio and ABC-TV in accord with equal-time provisions of Communications Act, network authorities reported Friday. Schedule is as follows: Darlington Hoopes and Samuel H. Friedman, presidential and vice presidential nominees of Socialist Party, on ABC Radio Sept. 11 at 10:30-55 p.m. EDT and ABC-TV Sept. 25 at 10-10:30 p.m. EDT; Farrell Dobbs and Myra Tanner Weiss, nominees of Socialist Workers Party, on ABC Radio Sept. 13 at 10:30-55 p.m. and ABC-TV Sept. 20 at 10-10:30 p.m.; Eric Hass and Georgia Cozzini, nominees of Socialist Labor Party, on ABC Radio Sept. 20 at 10:30-55 p.m. and ABC-TV Sept. 18 at 10-10:30 p.m.

N. Y. Demos Name Peck Adv.

NEW York State Democratic Committee has appointed Peck Adv. as agency during campaign, Chairman Michael H. Prendergast announced Friday.

UPCOMING

Sept. 6: CBS Affiliates Board, Colorado Springs, Colo.

Sept. 6: Massachusetts United Press Radio-Tv Assn., organization committee meeting, Parker House, Boston.

For other Upcomings see page 91

PEOPLE

J. S. (DODY) SINCLAIR named administrative assistant to George O. Griffith, vice president, treasurer, and director of broadcasting for WJAR-AM-TV Providence, R. I., and **DAVID J. SHURTLEFF,** general manager of WJAR, given additional duties as director of television sales for WJAR-TV.

FRANK YOUNG, director of press information, Screen Gems, N. Y., reportedly has resigned but agreed to continue with tv film production and distribution firm, subsidiary of Columbia Pictures, until Oct. 1. Meanwhile **PHIL COWAN,** with CBS-TV and before that CBS Radio press department, joins Screen Gems press department Sept. 10 as director of publicity and exploitation.

Changes at N. W. Ayer's New York, Philadelphia and Detroit offices, announced Friday, included: **CYNTHIA DRASNIN,** formerly in art department, Carson-Roberts, L. A., to art bureau layout staff, Phila.; **BETTIE B. WYSOR,** copywriter, John Moses Agency, to radio-television copy department, N. Y.; **PATRICK F. HUDSON,** transferred from art bureau, Phila., to art department, Detroit; and **WILLIAM J. RAYMOND,** transfers from production department to plans merchandising dept., both Phila.

JEAN STEVENS, formerly with Wendell P. Colton Co., N. Y., to Dorothy Gray Ltd., cosmetic concern, as assistant advertising and promotion manager.

MARY DEE, disc jockey at WHOD Pittsburgh, to WSID-AM-TV Baltimore as head of Negro programming at WSID and program director at WSID-TV. She will broadcast over United Broadcasting Co.'s 7-station network.

JOHN J. MURRAY, 52, pioneer Hollywood radio personality, died of leukemia Friday at U.C.L.A. Medical Center. He was once commentator for KFI Los Angeles and during early 1930s was m.c. of Sunday night *Hi Jinks* variety show on KFWB Hollywood. Survived by wife, Dorothy, and two children.

W. H. JOHNSON, 66, vice president in charge of news and publications, KCJB-AM-TV Minot, N. D., died of heart attack Thursday. Former managing editor of *Minot Daily News* from 1922 to 1948, he is survived by wife and four children.

Fuerst to Head KNBC

GEORGE W. FUERST, radio spot sales manager, NBC Spot Sales' western division, named Friday by Thomas C. McCray, NBC vice president and general manager of KRCA (TV) Los Angeles, as general manager of KNBC San Francisco. Mr. Fuerst succeeds William K. McDaniel, transferred to New York to take charge of NBC Radio's sales (see page 77). Mr. Fuerst started with NBC in San Francisco as page boy in 1930, later entered programming at KNBC, was traffic manager 1936-41, then took up sales (KNBC, KGO KJBS and KGO-TV, all San Francisco), becoming division manager of NBC Television Spot Sales in 1953.

Buffalo Bob on WOR

BOB SMITH, creator and host of NBC-TV's *Howdy Doody Show* (Sat., 10-10:30 a.m. EDT) signed to three-year, $200,000 contract by WOR New York for Monday-through-Friday program (3:05-5 p.m. EDT), starting Sept. 17, Robert J. Leder, WOR's vice president and general manager, announced Friday. Mr. Smith, who will continue with *Howdy Doody*, will conduct WOR show from New Rochelle, N. Y., home.

the week in brief

BITNER STATIONS SALE STANDS

Crowell-Collier's Paul Smith meets financing requirements at showdown meeting last Friday. However, arrangements for KULA-AM-TV purchase are cancelled 27

WIND SOLD FOR $5.3 MILLION

Westinghouse Broadcasting Co. buys WIND Chicago from Atlass group at highest price ever paid for a radio station 27

RADIO-TV TEST FOR PAPERS

Dr. Sydney Roslow, director of The Pulse Inc., tells what happens when newspaper readership is measured by same criteria as those used to determine the audience of broadcast programs 29

SPOT RADIO SALES UP 27%

Station Representatives Assn. reports that spot radio billings in July totaled $10,196,000, compared to $8,029,000 for same month of last year 32

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Lever Bros. launches project to improve the quality of television commercial films 35

NEW ELECTRONICAM SHOWN

Allen B. Du Mont Labs reveals refined system of making films for tv and theatres which Paramount Sunset Corp. will start using in Hollywood within a few weeks 37

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FCC BACK ON JOB

Fresh from summer recess, Commission grants licenses to two tv and 12 am applicants, postpones deadline for comments on deintermixture from Sept. 10 to Nov. 15 54

CONTROVERSIAL CONVENTIONS

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*Reg. U. S. Patent Office

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Signing the contract, to some, may mark the climax of a national spot sale. Harrington, Righter and Parsons men think otherwise. To them, it's the start of another and extremely vital effort.

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WTVJ Channel 4 MIAMI

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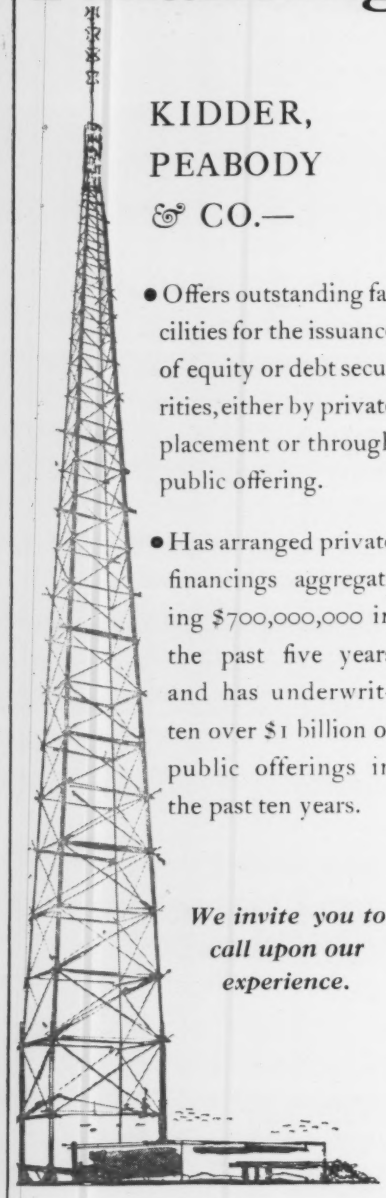

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OPEN MIKE

Fine Treatment

EDITOR:

Thank you very much for the fine treatment of my career in your ON ALL ACCOUNTS column [B•T, July 23]. . . . The reactions to it from associates in the industry have been very favorable.

John W. Harper, Chief Timebuyer
D'Arcy Adv. Co.
Chicago

Introduction

EDITOR:

You may or may not be familiar with our organization (National Religious Broadcasters Inc.) and its stand for the purchase of radio-television time for the broadcasting of religion. We are affiliated with the National Assn. of Evangelicals, an inter-church organization representing 40 Protestant denominations . . .

It may interest you to know that members of our organization spend more than $10 million a year in the broadcasting of religion in America. We are anxious to create an atmosphere of mutual good will and cooperation.

I enjoy your magazine and we consider it to be the "Bible of the Radio-Television Industry."

Dr. James DeForest Murch, Pres.
National Religious Broadcasters Inc.
Cincinnati, Ohio

Mr. Hobby's Option

EDITOR:

I have just checked our listing in the 1956-57 issue of your TELECASTING YEARBOOK and was very surprised to find under the heading "Principal Stockholders" the following:

"W. P. Hobby (KPRC-AM-TV, *Houston Post*) holds option to buy 32.5% of Beaumont Broadcasting Corporation [KFDM-AM-TV]."

This is not the first time that such a statement has been made in one of your publications. I am at a loss to know the source of your information. W. P. Hobby, the *Houston Post,* KPRC, or any of the other interests associated with Mr. Hobby, do not hold an option or have never held an option to buy any portion of the Beaumont Broadcasting Corp.

I should think you would ascertain the accuracy of a statement before printing it. In this case, I would be particularly careful since it is exactly what the Enterprise Co. of Beaumont has been trying to prove in court for the past two years.

C. Blakey Locke, Exec. Vice Pres. & Gen. Mgr.
KFDM-AM-TV Beaumont, Tex.

[EDITOR'S NOTE: B•T regrets the error. The option Mr. Hobby holds is not to buy 32.5% of Beaumont Broadcasting Corp. but to buy 32.5% of a new company to be formed to be the licensee of KFDM-TV after the KFDM-TV grant is finally cleared.]

Idioms Wanted

EDITOR:

In a speech abroad this winter to commercial attaches of various European governments, I should like to illustrate the fascinating differences between our 48 states, not in terms of dry statistics which quickly crumble from mind, but rather by local speech imagery, colorfully homemade, which the eye can relish and the ear remember.

My West Virginia hostess over Decoration Day, for example, observed the grass was "huntin" to be cut. In Vermont last winter, a little white-haired old lady warming her hands at the ski-hut stove before plunging down the Nose-Dive trail, commented that a niece kept her house "poison neat." During the war, the tail-gunner of my Flying Fortress, a boy from Arizona, used to greet new equipment with the remark "we need that like an elk needs a hatrack." . . .

If it is possible to appeal to your readers for picturesque idioms which they have noted, I should be most grateful . . . There is no other way to complete a collection which will do justice to the zest and flavor of our folk-talk, and the verbal inventiveness of our people.

George Bijur
111 East 56th St., New York 22, N. Y.

The Texas Story

EDITOR:

Members of our staff are most favorably impressed with the feature article on Texas in the July 23 issue of B•T. Please let us know if we can obtain reprints of the article . . .

Mrs. Camilla Koford, Librarian
East Texas Chamber of Commerce
Longview, Tex.

[EDITOR'S NOTE: Reprints of the 51-page Texas Market Report are available at $35 per hundred. This includes shipping and handling charges.]

EDITOR:

. . . I especially enjoyed the recent market study on Texas. It certainly spices the statistics to use the little bits of humor that creep into the writing . . .

John H. Dubuque, Ch. Eng.
KXA Seattle, Wash.

EDITOR:

I would like to compliment you on your very fine article on Texas. . . .

W. R. Devine
Devine & Assoc.
Austin, Tex.

Gratitude

EDITOR:

Your editorial in B•T's issue of Aug. 13—"The Hot and Bothered Air" is excellent and we, of the industry, should be extremely grateful for people like you who have always supported the true basics of our industry.

Thank you sincerely.

Bernard C. Barth, Vice Pres. & Gen. Mgr.
WNDU-AM-TV South Bend, Ind.

AMST Meeting

EDITOR:

I thought you wrote a very good story on the Chicago meeting of Assn. of Maximum Service Telecasters and I am sure all the members appreciate the fine position you gave it.

It was so good that I would like to have about 100 reprints of the page to send with our follow-up letter to eligible AMST members.

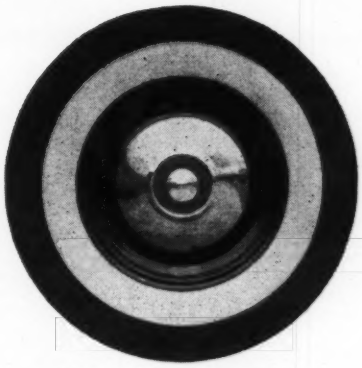
Harold F. Gross, Pres.
WJIM-AM-TV Lansing, Mich.

Tough Admission

EDITOR:

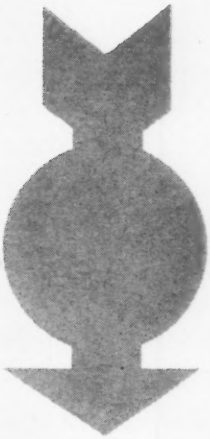
It's a little bit tough to have to admit, but I depended on B•T today to interpret to me just what was happening on our station, after preempting something like 40 hours of time to have it happen! I really think your run-down commentary on the Democratic National Convention was a better piece of work than the convention itself.

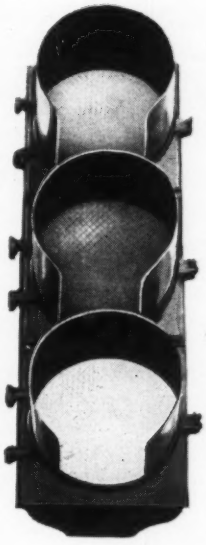
Lawrence H. Rogers II, Vice Pres.
WSAZ-TV Huntington, W. Va.



From 4 to 7 P.M.

Drive Home Time...





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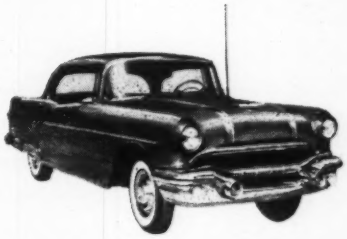

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*PULSE *January-February • March-April • May-June '56*

REPRESENTED NATIONALLY BY GILL-PERNA, INC. *New York, Chicago, Los Angeles, San Francis..*

Not long ago GABEL'S RANCH HOUSE, processor of meat products, selected KTVX as the medium to introduce a new product. Here's what Mr. Gabel says: "We have done considerable advertising through various means and have been given good results, but all of the times that we have advertised, this (program on KTVX) takes the 'spotlight'. We were introducing a new product, and results are still coming in."*

EDITOR'S NOTE: When regional advertisers in Eastern Oklahoma want to reach Oklahoma's biggest market they KNOW they'll get results on KTVX.

You, too, can reach more potential buyers, at less cost on the truly regional TV station . . . KTVX.

*Letter on file in our office.

Ask Your
AVERY-KNODEL Representative

Channel 8 KTVX

L. A. (Bud) BLUST
V. P. and Gen. Manager

TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma

THE COMPANY WIFE

ABOUT five years ago, *Fortune* magazine's William H. Whyte attempted to clarify a most pressing industrial issue, that of the company wife and her place in the business community sun. As part of a very lucid series of articles on communication, Mr. Whyte explained the ways and means by which a "company wife" either makes or breaks her mate, and how many a top echelon job was created or denied simply on the basis of a wife's behavior.

Instead of heeding Mr. Whyte's basic conclusion—to wit: that the *ideal* company wife is a mistress of subtlety, a superb intrigante whose bible is Emily Post and whose battle plans are by the late Dale Carnegie—the authors of last Monday's *Robert Montgomery Presents* came up with a wheeze that seemed to have come out of Claire B. Luce's *The Women*, or the Messrs. Sloan Wilson, Cameron Hawley, Rod Serling and the rest of the "business novel" studs.

In "The Company Wife," author J. Harvey Howells and his tv adaptor, Martha Wilkerson, would have us believe that the coming of The New, Bright, Young Executive would unleash such a tidal wave of greed, insecurity, envy and just plain bitchiness on the part of Newtown's female population that not a single member of the community could hope to escape it. It might have been "good summer viewing," but still, we thought it rather presumptious to end this dreadful play with the disclaimer that "any similarity between persons living or dead, etc." We definitely hope so.

Production costs: Approximately $38,000.
Sponsored by Schick, through Warwick & Legler on NBC-TV, Mon., 9:30-10:30 p.m.
Written by Martha Wilkerson, tv play by J. Harvey Howells; director: Ira Cerker; producer: Philip Barry Jr.

HURRICANE WATCH

METHODS used in locating and tracking hurricanes, how advisories and warnings are disseminated, and the safety precautions that should be taken by individuals to minimize loss of life and property are interestingly told in "Hurricane Watch," United States Weather Bureau film now being made available to tv stations in coastal areas of the nation. The 15-minute film, which like many other government productions suffers from the use of amateur performers, nevertheless is neatly written, competently directed and skillfully narrated.

Production costs: Approximately $14,500.
Producer: Motion Picture Services, Dept. of Agriculture, under supervision of Calle A. Carrello, chief of production.
Writer-director: Gil Courtney
Camera: Bob Kiefer.

LORETTA YOUNG SHOW

BACK IN BUSINESS for the dawning season, the *Loretta Young* Show turned up on NBC-TV Aug. 26 apparently not much changed from last season but gratifying as ever in its slick fiction fashion.

For her season opener Miss Young picked a mystery story which involved a deaf lady lawyer and her law partner-husband, the former a good and true type, the latter a man who is sometimes willing to compromise a principle for material gain. It was a melodramatic half-hour, complete with moral lesson. To those of us who like that sort of thing—even to the hostess' epilogue restatement of the moral—it was entertaining and terrifying. Technically it was well done as these shows characteristically are.

It's hard to define the Young television formula. It calls for a good-sized female star part, often for melodrama and moral, and always clearcut issues. Maybe it's the latter that makes it a show that's nearly always fun to watch, providing the sort of simple enjoyment found in fairytales and Westerns. Whatever the formula, if indeed there is any, it's good to have the *Loretta Young Show* back on the Sunday bill.

Production costs: Approximately $45,000.
Sponsored by Procter & Gamble, through Benton & Bowles (Camay, Tide) and Compton Adv. Agency (Gleem), on NBC-TV Sundays, 10-10:30 p.m. EDT.
Producer: John London; associate producer; Jack Murton; director of photography: Norbert Brodine; story editor: Ruth Roberts; music supervisor: Harry Lubin.

JANE WYMAN SHOW

ANOTHER in the something-less-than-great but worth-watching-anyway vein is the Wyman show, Tuesday's twin to the *Loretta Young Show*. Format, sponsor and story type are the same.

It, too, started a new season last week. The yarn was about a Career Woman literary agent with a penchant for loving and losing promising authors who dropped her when they reached the top. She tried to hold the latest candidate, George Montgomery, by keeping him away from the top, but almost lost out again when he discovered her trickery.

Main trouble: events proceeded much too quickly for a half-hour, which fouled up the "willing suspension of disbelief." Aside from that, it was a well-acted, professional and entertaining show.

Production costs: Approximately $42,000.
Sponsored by Procter & Gamble, through Compton Adv., on NBC-TV Tues., 9-9:30 p.m.
Producer: William Rousseau; director: various; director of photography: John MacBurnie; editorial supervisor: Richard G. Wray, A.C.E.; film editor: Daniel A. Nathan, A.C.E.; music supervisor: Stanley Wilson.
Jane Wyman Show is a Leman Ltd. Production filmed at Revue in Hollywood.

COKE TIME

RETURN of *Coke Time* and its singing star Eddie Fisher to NBC-TV last Wednesday was heralded by a publicity release announcing that on his first program of the new season he would introduce a new song by Sammy Cahn titled "Tv Is a Wonderful Thing." But anyone who tuned in expecting to be in on the birth of another "I Walk Alone" was sadly disappointed. "Tv Is a Wonderful Thing" turned out to be a patter number to the effect that "the tv season's in full swing . . . it's time to start dialing . . . keep you smiling . . . tv is a wonderful thing."

Mr. Fisher wisely sang this first—and fast—and then got on to singing the romantic ballads he does do well, sending his studio audience into squeals of delight exactly like those with which their older sisters used to respond to the warbling of Frankie Sinatra some 15 years ago. If this is the kind of thing you like, then this program is for you, as there's no one around today who does it any better than Eddie Fisher.

One of the most entertaining bits of the opening *Coke Time* show was the commercial. Host Fred Robbins, welcoming Eddie back, began talking of his own vacation and showing snapshots of the famous places he'd visited during the summer—each picture a close-up of a hand holding a bottle of Coca-Cola, with the Golden Gate Bridge, Old Faithful, etc., providing sketchy backgrounds.

Production costs: Approximately $12,500.
Sponsored by Coca-Cola Co. through McCann-

the answer...

to inspirational public service programming

THE *Back to God* HOUR

AVAILABLE FREE TO ALL TV STATIONS

Rev. Peter Eldersveld, on Network Radio since 1946, presents The Ten Commandments on TV Film. A series of thirteen 15 minute shows especially designed to meet the need of public service TV programming.

NO PROSELYTING... NO APPEAL FOR FUNDS

This high calibre program without emotional appeals and commercialism, has been produced to help fill the requirement for tangible public service to mature spiritual and cultural needs of all communities.

accepted by 160 TV stations...

and here's what they say...

"We have received many favorable comments on the Back to God Hour."

"You have done a splendid job with your first 13. Keep up the good work."

"We have had many calls in regards to this program and how good it is. Particularly the one which was shown today, July 23rd."

"In my opinion, your series on the Ten Commandments, which is now running on our stations, is well done. It has received a very favorable audience in this area."

"Reaction to series currently shown here is very fine."

"Your series of programs were excellent—in good taste and most effective."

Send for your audition print

THE *Back to God* HOUR

TV DIVISION

10858 S. Michigan Ave., Chicago 28, Illinois

had a

Erickson on NBC-TV, Wednesdays and Fridays, 7:30-7:45 p. m.

Host: Fred Robbins; conductor: Axel Stordahl; producer: Tad Danielewski; director: Paul Harrison; sets: Glen Holse; continuity: Bernie Gould.

A FRAGILE AFFAIR

THE brittle, pre-World War I farces of Ferenc Molnar may turn out to be a find for television dramatists. His themes have just the right amount of off-beat delight to liven the tv screen.

For example, last Tuesday NBC's Unit Four presented the Hungarian dramatist's *A Delicate Story* (retitled *A Fragile Affair*) on the *Kaiser Aluminum Hour* and it was a charming lark.

Basically, the story is a sophisticated caper set in a Swiss delicatessen. Adapter Robert Howard Lindsay wisely revised the time to 1939 but left intact all the hallmarks of the comedy of fashion of the earlier period. Item: Long moments of trivia. Eli Wallach and Gaby Rodgers shone in their parts, with Miss Rodgers bringing bright moments of intensity to her characterization of the innocently, faithless wife who feels she must love soldiers in the interests of "mankind." Among the secondary members of the cast, we must cast a vote of appreciation for the joyful whimsey of Marcel Hillaire in his part of police captain.

All in all, a charming and delightful performance.

Production costs: Approximately $35,000. Sponsored by Kaiser Aluminum, through Young Rubicam, on NBC-TV, Aug. 28, 9:30-10:30 p.m. EDT.

Book by Ferenc Molnar, adapted by Robert Howard Lindsay; executive producer: Worthington Miner; producer-director: Fielder Cook; associate producer: Joseph Dackow; production assistant: Marion Rees; technical director: Dan Zampino.

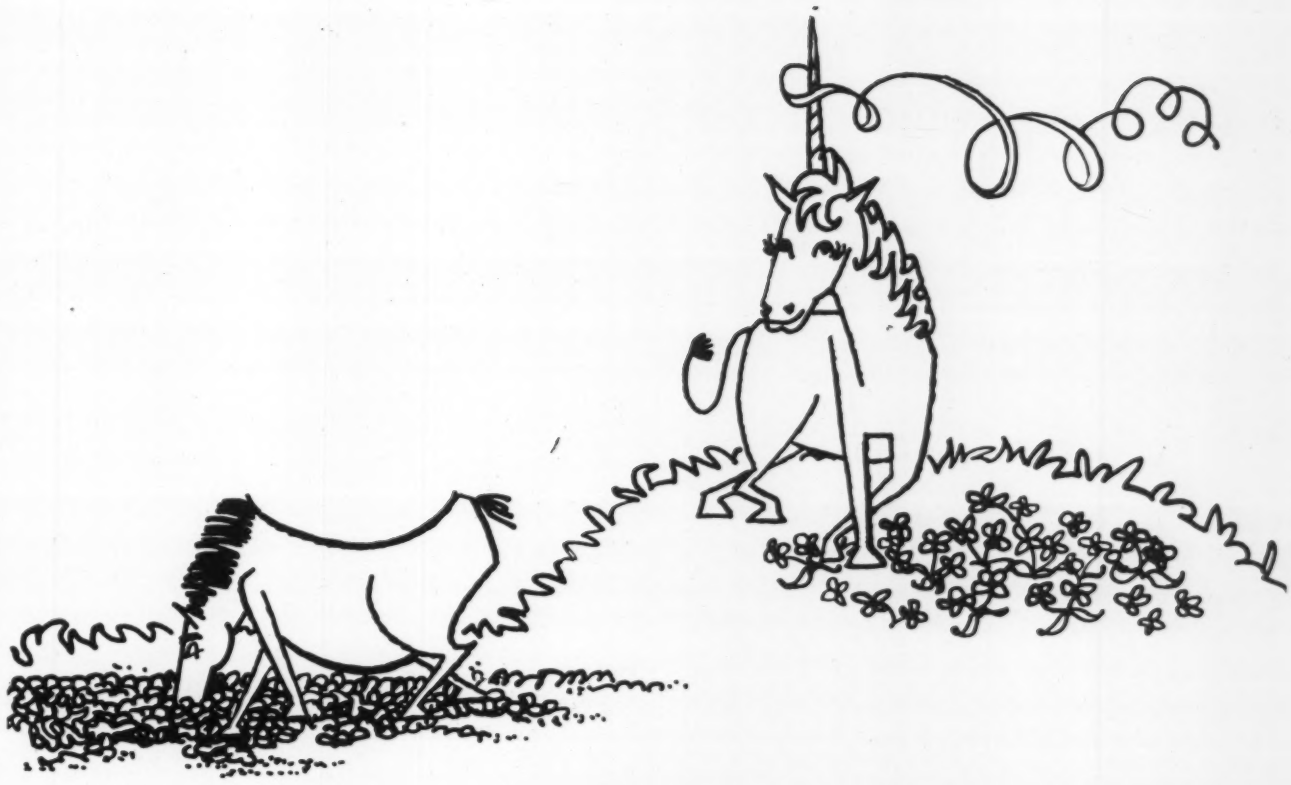
BOOKS

MATHEMATICS FOR ELECTRONICS WITH APPLICATIONS, by Henry M. Nodelman and Frederick W. Smith. McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y. 396 pp. $7.

IN THIS text, "the emphasis has been placed on application rather than on mathematical theory," the authors say in their preface, noting that this approach seemed best in light of their experience. (Mr. Nodelman is head of the mathematics and physics department of RCA Institutes; Mr. Smith is an NBC television engineer.) "It is our conviction," they continue, "that the wide barrier which exists between mathematics and its applications can best be surmounted by demonstrating the practical uses which industry makes of mathematics."

TELEVISION ENGINEERING, PRINCIPLES AND PRACTICE, by S. W. Amos and D. C. Birkinshaw. Philosophical Library, 15 E. 40th St., New York 16, N. Y. Four volumes. $15.

TELEVISION ENGINEERS in this country may be interested in this set of training manuals used by the BBC to instruct its engineers in the principles and practices of telecasting by British standards: 405 lines, 25 frames, am sound, etc. Volume I deals with basic tv principles, camera tubes, tv optics and electron optics. Volume II, just published, is devoted to video-frequency amplification. Volume III, now in preparation, will deal with waveform generation and Volume IV with various circuit techniques.



unicorn ride lately?

Get on the winner...
get on ***WFBR***—the radio station
with the most listeners in Baltimore

WFBR Baltimore's Best Buy

REPRESENTED BY JOHN BLAIR & COMPANY

36.9% Sacramento's Women See Milly Once-A-Week ✓ at least

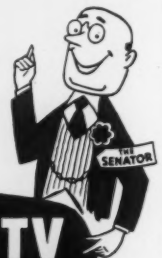
ARB's cumulative rating for June says Milly Sullivan and "Valley Playhouse" reach 36.9% different TV homes weekly over KCRA-TV.

Milly has *repeat* audience, too. Her average daily rating is 12.4 with 74.4% of this large woman's daytime audience.

From 2 to 5 P.M., Milly's participating double feature leads in all quarter hours over the other three stations on the air.

"Valley Playhouse" is an important part of the programming which attracts Sacramento women to KCRA-TV. This helps make KCRA-TV the highest rated NBC station in the West.

*All ratings compiled from Sacramento Television Audience ARB: June 2-8, 1956.



KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
Basic NBC Affiliate
represented by
Edward Petry & Co.

our respects

to THOMAS EDSON KNODE

AT ODDS with the sophisticated decor of the Manhattan office of Thomas Edson Knode, vice president in charge of television for Edward Petry & Co., is a homely motto hanging on a wall:

"Work is the curse of the drinking classes."

It is a curse which Mr. Knode bears as unostentatiously as possible. Few work harder or more effectively while seeming to work so little.

To the undiscriminating eye the self-effacing, friendly Mr. Knode appears an affable misfit in the fiercely competitive station representation field, a lotus-eater among a pack of carnivores. But, as many of his competitors have been surprised to learn, he has formidable instincts of survival.

These competitors would have been spared the surprise if they had been in the vicinity of Buna, New Guinea, in the early stages of World War II. There Lt. Thomas Knode, infantry platoon leader, picked up two Japanese bullets and a Distinguished Service Cross, the nation's second highest decoration for valor.

Today, at 40, **Tom Knode is vice president** in charge of television **and chairman of the** plans board of Edward Petry & Co., pioneer station representation firm. He joined Petry in April 1955. The plans board chairmanship he added last month. A measure of what he has helped to accomplish in his little more than a year with the company was recognized, at least by implication, when President Petry announced formation of the plans board. He included this phrase: "Our organization and business have expanded to such an extent during the past year . . ."

Mr. Knode's knowledge of markets and stations—which is extensive—was earned on both sides of the broadcast street. He grew up with a network, which to a rep is the epitome of competition. Yet today he works the representation side with no less enthusiasm and vigor, and still keeps the friends he had on the other.

Thomas Edson Knode was born Nov. 17, 1915, in Soledad, Calif., the son of Thomas E. and Helen Whitaker Knode. His father was in the Air Service of the U. S. Army during World War I, and after the war operated an air service which took the family to residences in California, Texas and Oklahoma.

When young Tom was five years old his father was killed, and with his mother he gravitated back to Washington, D. C., where her family still resided. There he attended the public schools, then moved on to Augusta Military Academy at Fort Defiance, Va. This was followed by a year of law at Columbus U. (1935) and a year at Temple Business School (1936), both in Washington.

After Temple Business School, he got a job as private secretary to an electrical contractor in Washington, but this was short-term, interim work. He wanted to get into the newspaper business, and, indeed, had started with the United Press as a copyboy in the summer of 1935. After three months with the electrical contractor, he gave up that job and concentrated on his UP duties.

There he served successively as dictation boy, reporter and radio news editor until January 1938, when he moved into broadcasting as news editor for NBC in Washington. Three years later he was named director of news and special events for NBC in the capital. Then came World War II.

When he was called into Army service in March 1942, his early training at Augusta Military Academy got him a commission as a second lieutenant. But it was his own doing that got him into combat. He was offered a desk job with the radio branch of the Army's Bureau of Public Relations, but turned it down.

Then, with the 32nd Div., he shipped overseas to New Guinea. The second bullet he caught in that push on Buna Village shattered the bones of one foot, and he spent the next 11 months in hospitals before he was retired in November 1943 with the rank of captain.

Returning to NBC, he was given the job of handling publicity for the network's Washington stations. About a year later, in January 1945, he was transferred to New York as assistant manager of the NBC press department. In October 1947 he was named director.

From the press unit he transferred, in 1949, to the television side, as administrative assistant to Carleton D. Smith, then director of tv network operations (now vice president and general manager of NBC's WRC-AM-FM-TV Washington). When Mr. Smith was moved into the station relations vice presidency, Mr. Knode also transferred into that department.

There he remained, but rising in office and influence, until he resigned as station relations director to join the Petry organization.

During his tenure in NBC Television operations and station relations, Mr. Knode has been credited with contributing as much as any other one man to the building of the NBC Television Network from its formative days to its present eminence.

Mr. Knode is married to the former Molly Stonestreet of Washington and they live at Wilton, Conn.

He professes no club memberships and few hobbies, and it is a fact that his work—which keeps him on the road approximately 25% of the time and frequently requires late evenings when he is in town—leaves little opportunity for such activities. But he is an expert tennis player and swimmer—to which expertise should be added, as many a station man will attest, an uncommon proficiency at the poker table.

Adam Young now represents two of **TODD STORZ's** great radio stations, **KOWH,** Omaha and **WTIX,** New Orleans

ADAM YOUNG, INC.

RADIO STATION REPRESENTATION

477 MADISON AVENUE, NEW YORK CITY 22

New York • Boston • Chicago • St. Louis • Los Angeles • San Francisco

For Today...*and Tomorrow*

The Magnificent New Home

of Detroit's Storer Stations

WJBK RADIO
1500 KC
10,000 WATTS DAY, 1,000 WATTS NIGHT

WJBK-TV
CHANNEL 2
CBS

Detroit's most complete record library serves radio music lovers.

A curving staircase leads from the wood panelled lobby and reception room.

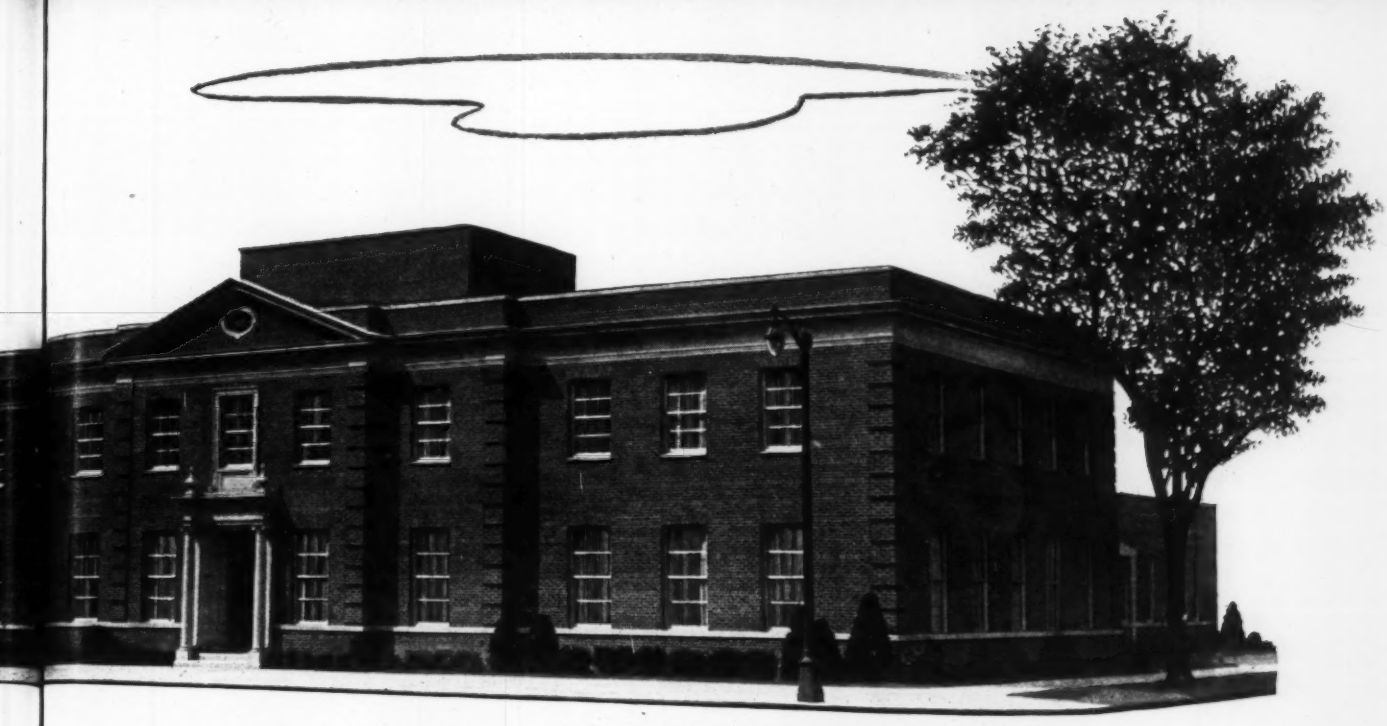
Only half of the huge television Studio A (75 x 52 feet) is needed for the big "Ladies Day" audience.

Traditional furniture is used throughout, as in this office of the radio managing director.

A STORER STATION

Represented by THE KATZ AGENCY, INC.

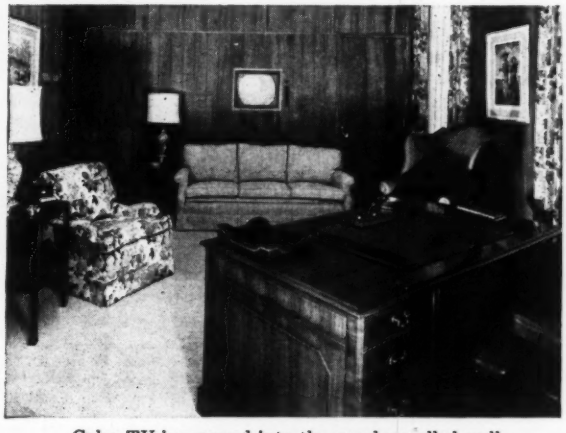
STORER NATIONAL SALES OFFICE, 118 E. 57th, New York 22, MUrray Hill 8-8630



Neighbor of the Famous General Motors and Fisher Buildings in the Dynamic New Center Area

7441 SECOND BLVD., DETROIT 2, MICH. • TRinity 3-7400

WITHIN THESE DOORS, tomorrow's radio and television equipment at work today to make WJBK Radio and WJBK-TV even more powerful salesmen throughout the great Southeastern Michigan market. We're open . . . for business . . . in a big new building as handsome as the big new business we can build for you. Now, more than ever, these outstanding Storer stations are your best choice for sales results, with these marvelous facilities to serve our clients, viewers and listeners. Come visit us when you're in Detroit!



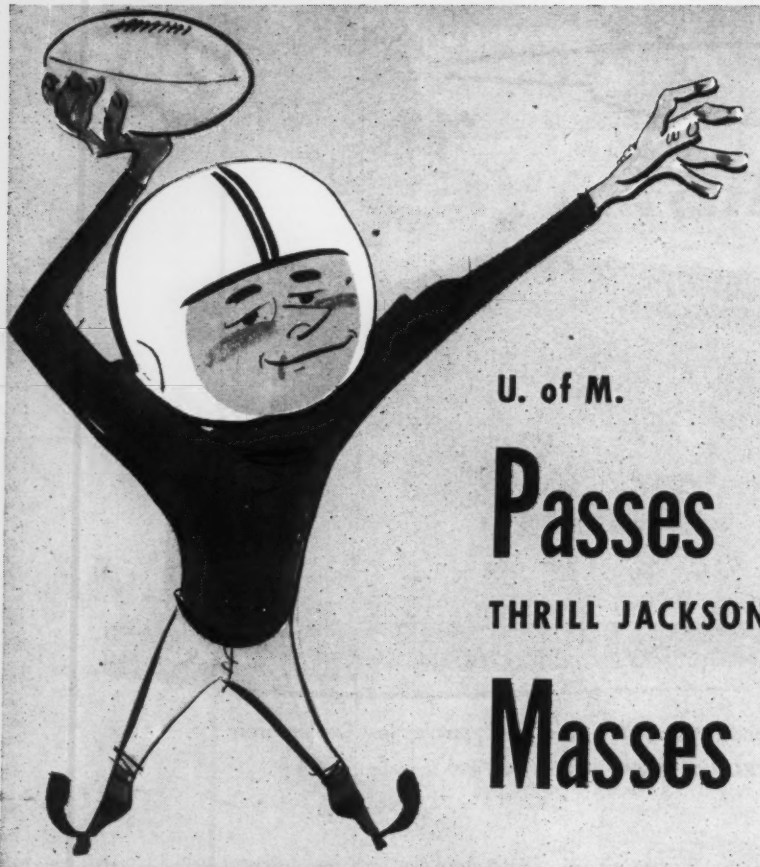
Color TV is recessed into the wood panelled wall of the television managing director's office.

Direction Control, announcers' booth and clients' viewing room, as seen from TV Studio A.

Radio Studio A, one of three ultra-modern, fully equipped radio broadcast centers.

To Be Greeted with a City-Wide Celebration

September 18th's the day for the formal opening ceremonies! Open House for the public and attendance by local, state and national officials will make the new home of WJBK, Radio and WJBK-TV the center of all eyes.



U. of M.

Passes

THRILL JACKSON'S

Masses

AND MAKE SALES EASIER FOR

You!

IN JACKSON—U. OF M. FOOTBALL GAMES
OVER WKHM ROLL UP RECORD
IMPRESSIONS EVERY WEEK

SAVE up to 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.

Jackson Broadcasting & Television Corp.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKHM JACKSON, MICHIGAN

Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Broadcasting & Television Corp.

The Community Stations

KNORR Broadcasting Corp. Affiliate

THEODORE J. GRUNEWALD

on all accounts

THEODORE JOSEPH GRUNEWALD, 31-year-old vice president in charge of radio-tv, Hicks & Greist, New York, although no habitual lawbreaker, believes that certain laws are meant to be broken, particularly if they happen to interfere with his client's desire to gain national attention at very little cost.

Last year, Ted Grunewald and Charles Skoog, Hicks & Greist's account executive on Sandura Co., manufacturers of a vinyl floor-covering, had a joint idea of vividly illustrating Sandran's durability by showing NBC-TV's *Tonight* viewers what would happen if a stream of taxis and trucks criss-crossing midtown Manhattan were to pass over a strip of the material. With municipal regulation after regulation tying Hicks & Greist into a knot of red tape, Ted Grunewald merely waited until the police were conveniently off somewhere else before proceeding with the live commercial—as planned—that netted Sandura an additional 70 franchised dealers the following week.

Trained in real estate development on the side while going through New York U.'s School of Commerce (after a three-year stint as an Army Air Corps officer in World War II), Mr. Grunewald became quite experienced in taking well-calculated chances. As a "charter member" of the William Esty agency's tv department—one of the first in the business—which he joined in 1948, Ted Grunewald, as business manager, was smack in the midst of network tv's trial-and-error phase of operations.

In 1952, when he went to Doyle Dane Bernbach as radio-tv director, he became instrumental in launching the *Liberace* bandwagon which sold Necchi sewing machines by the carloads "to people who said they couldn't stand Liberace." He also told the Henry S. Levy Baking Co., ("Anyway you slice it, it's still Levy's") that anyway they chose to slice it, television would taste mighty good.

At the time he joined Hicks & Greist in 1953, the agency billed $100,000 in broadcast media; today, the figure hovers somewhere between $3 and $4 million. Clients such as the Dixie Cup Co., Taylor-Reed (E-Z Pop), Servel, Lewyt, Walter H. Johnson Candy Co., all have upped their broadcast budgets "very considerably" in the past three years.

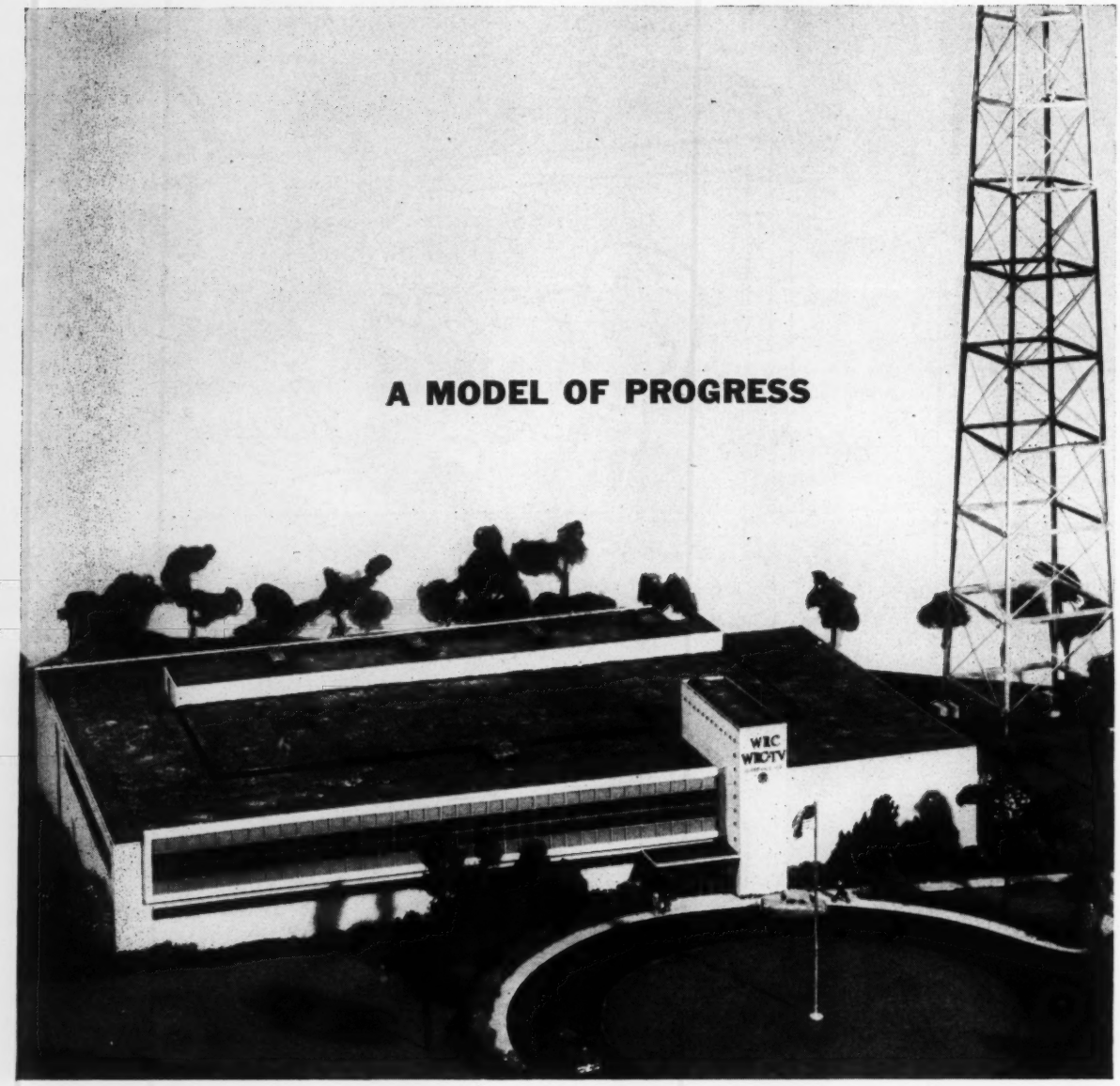
Married to the former Dorothy Nedwick, Mr. Grunewald makes his home in Jamaica, Long Island, and what little time is his goes into a "simply lousy game of golf," deep sea fishing for "blues" off Montauk Point, and snapping color photos of his 18-month-old daughter, Carol.

And now for the $128,000 question—What is "SCOTCH" a brand name for?

You'll win our thanks (if not a jackpot) by respecting our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape*. Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY

ST. PAUL 6, MINNESOTA



Here is a model of WRC and WRC-TV's new $4-million plant—the first ever built from the ground up specifically for Color Television. This is another giant step in NBC's development of complete local facilities for nationwide color-casting. By Fall of 1957, NBC's key stations in the Capital will be serving their advertisers, their audiences and the nation from the most advanced structure of its kind.

For advertisers, it represents the newest, most dynamic approach to a market of consumers with the largest family income in the country.

For Metropolitan Washington, it represents an opportunity to see *live*, local programming in Color, supplementing NBC's network Color service.

For the nation, it represents the prospect of seeing important events and personalities transmitted from the Capital with the total realism of glowing Color.

This is the building to keep your eye on. It is an integral part of booming Washington. It promises a brighter, more colorful future for your product, your customers . . . and *you*.

WRC and WRC-TV... SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D.C.

BROADCASTING TELECASTING

September 3, 1956 Vol. 51, No. 10

CROWELL-COLLIER FINANCING IS SET FOR BITNER PURCHASE

- **Paul Smith comes up with money at Friday showdown meeting**
- **Says deal to buy Bitner string will go to FCC at once**
- **Meanwhile, C-C gets KFWB but loses out on KULA-AM-TV**

CROWELL-COLLIER last week found the financing to complete its $16 million-plus purchase of the Bitner stations just as the deal was about to fall through.

Paul C. Smith, Crowell-Collier president, announced late Friday that the purchase agreement had been set, that applications for approval would be filed with the FCC as soon as lawyers could draw up the papers. He is faced with an Oct. 31 deadline by which, according to the terms of the agreement, FCC approval must be forthcoming and the sale closed.

Crowell-Collier also last week lost one property and acquired another in its more-than-$20 million-plan to build a broadcasting empire.

Its $1 million purchase of KULA-AM-TV Honolulu was cancelled by mutual consent of buyer and seller.

It's $2.47 million purchase of KFWB Los Angeles was approved by the FCC (see story page 56).

Mr. Smith found his money for the Bitner transaction at the eleventh hour. He had scheduled a showdown meeting last Friday with Harry M. Bitner Sr., chairman of the board of Consolidated Television & Radio Broadcasters Inc. Mr. Bitner, under instructions from his board, was prepared to call off the agreement if the money were not available.

It was learned that the Consolidated board had been influenced by the present bull market in station prices and had decided that it would be possible to obtain other buyers at at least an equal price if the Crowell-Collier transaction collapsed. Since the original sale agreement was entered last April [B•T, April 30], C-C has been known to have encountered problems in obtaining the money necessary to swing the deal.

Meanwhile there have been several other big-bracket station transactions, including the record $5.3 million sale of WIND Chicago (story, this page) and the $10 million sale of WISH-AM-TV Indianapolis and WANE-WINT (TV) Fort Wayne [B•T, Aug. 27].

The WISH transaction was of particular interest to Mr. Bitner as two of the Consolidated properties are also in Indianapolis. Consolidated stations (with facilities and network affiliations indicated) are: Indianapolis—WFBM 5 kw 1260 kc ABC-MBS, WFBM-TV ch. 6 NBC; Grand Rapids—WOOD 5 kw 1300 kc NBC, WOOD-TV ch. 8 ABC-NBC; Minneapolis-St. Paul—WTCN 5 kw D 1 kw N 1280 kc ABC, WTCN-TV ch. 11 ABC; Flint—WFDF 1 kw 910 kc NBC.

Mr. Bitner Sr., Harry M. Bitner Jr., president of Consolidated, and their families own 52% of Consolidated. The rest of the shares are held by some 1,500 stockholders. One of the biggest minority stockholders is Reynolds Co., New York underwriting firm.

The source of Crowell-Collier's new financing was not immediately learned. It was speculated that Crowell-Collier might intend to spin off one or more of the Consolidated properties as a means of reducing its total purchase.

The Friday conference between Messrs. Smith and Bitner followed by one day the announcement by Mr. Smith of the collapse of Crowell-Collier's deal with KULA-AM-TV Honolulu. One day also elapsed last April between the signings of the purchase agreements with KULA and with Consolidated [B•T, April 30].

Last Thursday Mr. Smith said that KULA owners had not been successful in clearing the stock of the licensee, Television Corp. of America, for sale to Crowell-Collier.

The day before, Jack A. Burnett, general manager and part owner of the Honolulu properties, explained that the arrangement had not been submitted to the FCC "because the mortgage holders had refused to allow the proposed exchange to be submitted." The present owners of KULA bought the stations from Pacific Frontier Broadcasting Co. (Dolph-Pettey group) for $600,825, winning FCC approval last January.

The KULA stations are owned by Mr. Burnett, Albert Zugsmith, Arthur B. Hogan and Richard C. Simonton.

Messrs. Zugsmith and Hogan, as chairman and president, respectively, of Albert Zugsmith Co., acted as brokers in the Crowell-Collier deal with the Bitner interests. Mr. Hogan was the broker in the KULA deal.

With the failure of the KULA sale to Crowell-Collier, the KULA owners will now move to acquire additional radio and television properties on the mainland, Mr. Burnett said. The stockholders have varying interests in KRKD Los Angeles, KFOX Long Beach, KITO San Bernardino and KVSM San Mateo, all California.

Crowell-Collier, which publishes *Collier's* and the *Woman's Home Companion* and operates a wholly-owned subsidiary which publishes the "Collier's Encyclopedia" and other books, for some months has been diversifying its interests. C-C recently announced its intention to discontinue publication of *The American* magazine.

WIND SOLD FOR RECORD $5.3 MILLION

HIGHEST PRICE ever paid for a radio station was established last week when announcement was made that Westinghouse Broadcasting Co. had bought independent WIND Chicago from Ralph L. Atlass and associates for $5.3 million [B•T, Aug. 27].

The purchase price is in stock of Westinghouse Electric Corp., valued as of Aug. 24, the date of the signing of the purchase agreement.

Highest price for a radio station up to now was the $4 million paid for independent WNEW New York by a group headed by Richard D. Buckley, Jack Wrather and John L. Loeb. Mr. Buckley and others had bought WNEW from the William S. Cherry interests in 1954 for $2.1 million.

Also announced last week was the sale of WEOA-WEHT (TV) Evansville, Ind., by Malco Theatres to a Cincinnati syndicate for $820,000 [B•T, Aug. 27]. Principal of the buying group is Henry Hilberg, Cincinnati, who has extensive interests in midwest packing and printing.

Also reported last week was the sale of WINR-AM-TV Binghamton, N. Y., by Donald W. Kramer and associates to Joseph L. Rosenmiller Jr. and Peter Bordes in behalf of a syndicate for $165,000.

The agreement for the sale of WIND contains a cutoff date of Dec. 31. The contract also provides that earnings of WIND from Nov. 1 to closing accrue to the present owners, not to the purchaser. It was estimated that this might amount to $150,000 by the end of 1956.

WIND operates on 560 kc with 5 kw directional. It was founded in 1927. The station originally was assigned to Gary, Ind., under the FCC's old zone assignment system. It was sold to the Atlass group in 1938 by Public Service Co. Ch. 20 was granted to WIND in 1953 but has not yet been put on the air.

Ralph L. Atlass, president and general manager, is 11.1% owner. Other stockholders are H. Leslie Atlass Jr., with Frank and Harriett Jane Atlass, 29.7%; *Chicago Daily News* (John S. Knight), 27.7%; Helen A. Wrigley and family, 26.4%, and John T. Carey, vice president and commercial manager, 5.5%.

Messrs. Atlass and Carey will continue in their respective positions after the transfer is consummated, it was announced.

In a statement announcing the sale, Donald H. McGannon, president of WBC, said the agreement would be submitted to the management of the parent Westinghouse Electric Corp. for approval. Following this, application for FCC approval would be filed, he said.

Westinghouse owns WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cincinnati, KPIX (TV) San Francisco, KDKA-AM-FM-TV Pittsburgh, WBZA-AM-FM Springfield (Mass.), WOWO Fort Wayne and KEX-AM-FM Portland (Ore.).

Westinghouse bought ch. 2 WDTV (TV) Pittsburgh late in 1954 from Allen B. DuMont Labs. Inc. for $9.75 million. This is now KDKA-TV. It bought ch. 5 KPIX (TV) San Francisco in 1954 from Wesley I. Dumm and associates for $7 million in cash and Western Electric Corp. stock. This price was originally

$6 million in cash and stock but by the time the transaction was consummated, WE stock had appreciated in value. WBC bought ch. 3 WPTZ (TV) Philadelphia in 1953 from Philco Corp. for $8.5 million. Last year, Westinghouse transferred the Philadelphia ch. 3 outlet and its owned KYW Philadelphia to NBC in exchange for the network's ch. 3 WNBK (TV) and WTAM-AM-FM Cleveland plus $3 million. These stations are now the NBC-owned WRCV AM-TV Philadelphia and WBC-owned KYW-AM-FM-TV Cleveland.

The Philadelphia transaction is the subject of a current grand jury investigation in Philadelphia, with the Department of Justice checking charges that NBC used the threat of cancelling its affiliation contracts with the WBC stations to force WBC to accede to the station change.

The sale of WEOA-WEHT (TV) Evansville, Ind., by Malco Theatres to WEHT Inc. brings a new group into the broadcast field. Besides Mr. Hilberg, WEHT Inc. comprises James R. Clark Jr., Cincinnati attorney, and his family; Edwin G. Richter, WTVN-TV Columbus, Ohio, sales manager, and Ernest Felix, Miami, Fla., radio-tv management consultant and former west coast broadcaster and ABC network executive. Messrs. Hilberg and Clark will hold equal majority ownerships; Messrs. Richter and Felix, minority interests. Mr. Richter will be president-general manager of the WEOA-WEHT properties upon FCC approval of the transfer; Mr. Felix, vice president and treasurer. Both will reside in Evansville to administer the stations.

WEOA operates on 1400 kc with 250 w. WEHT began operating on ch. 50 three years ago, radiates 200 kw. The television outlet is technically assigned to Henderson, Ky., across the Ohio River from Evansville. Both stations are affiliated with CBS. Malco Theatres' principal is Herbert R. Levy. The Evansville transaction was conducted through R. C. Crisler & Co., Cincinnati.

$165,000 Purchase

The $165,000 purchase of WINR-AM-TV Binghamton, N. Y., by Messrs. Rosenmiller and Bordes was announced today. Mr. Rosenmiller is an account executive with H-R Television Reps. Inc. Mr. Bordes is a New York market analyst whose home is in Fairfield, Conn. Mr. Rosenmiller and Bordes are majority owners of WESO Southbridge, Mass.

WINR operates on 680 kc with 1 kw day, 500 night. It is affiliated with NBC. WINR-TV received its ch. 40 grant in September 1954, but has not yet begun operating.

The buyers said they would try to put the tv station on the air as soon as possible. They also announced there would be no change in WINR station personnel.

Other station sales announced last week, all subject to FCC approval:

• Addition of seven new stockholders in KAKE Wichita, Kan., was disclosed in an application filed with the FCC seeking approval of transfer of control of 60% of that station for $120,404. The existing eight stockholders will be reduced to six, whose interest will total 40%. Seven new stockholders will take up the 60%; they include Tom Palmer and Shirrell Corwin. Principals in both groups constitute ownership of ch. 10 KAKE-TV Wichita.

• WROD Daytona Beach, Fla., was sold by E. J. Sperry and wife to John S. Murphy and James F. McDonough for $125,000. Mr. Murphy is sales manager of WDXI Jackson, Tenn., and Mr. McDonough, manager of WDXN Clarksville, Tenn. WROD, affiliated with NBC, operates on 1340 kc with 250 w. Sale was negotiated by Paul H. Chapman Co., Atlanta, broker.

BEER IN DETROIT RADIO AND TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

TELEVISION (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	E & B Beer & Ale (Simons-Michelson)	—	1	13	135
2.	Stroh (Zimmer, Keller & Calvert)	—	3	9	119
3.	Carling's Beer & Ale (Benton & Bowles) (Lang, Fisher & Stashower)	—	3	28	118
4.	Schlitz (J. Walter Thompson)	1	1	4	114
5.	Pfeiffer (Maxon)	—	1	4	100
6.	Labatt Beer & Ale	—	1	13	.66
7.	Drewry's Beer & Ale (MacFarland, Aveyard & Co.)	—	1	4	63
8.	Frankenmuth Beer & Ale Brooke, Smith, French & Dorrance)	—	2	8	58
9.	National Bohemian (W. B. Doner & Co.)	—	1	3	53
10.	Pabst (Leo Burnett)	1	1	3	48
11.	Kings	—	2	6	35
12.	Molson's Beer & Ale (Fay)	—	1	3	29
13.	O'Keefe Old Vienna Beer & Old Stock Ale (Comstock & Co.)	—	2	5	24
14.	Blatz (Kenyon & Eckhardt)	—	1	1½	19

RADIO (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Carling's Beer & Ale (Benton & Bowles) (Lang, Fisher & Stashower)	—	5	95	131
2.	Stroh (Zimmer, Keller & Calvert)	—	5	126	125
3.	Goebel (Campbell-Ewald)	—	3	136¼	123
4.	Pfeiffer (Maxon)	—	3	53	104
5.	Frankenmuth Beer & Ale (Brooke, Smith, French & Dorrance)	—	2	46	96
6.	Miller High Life (Mathisson)	(P)	4	61	80
7.	Drewry's Beer & Ale (MacFarland, Aveyard & Co.)	—	4	63	79
8.	National Bohemian (W. B. Doner & Co.	—	4	58	47
9.	Schlitz (J. Walter Thompson)	2	1	6	21
10.	Budweiser (D'Arcy)	—	1	15	13
11.	Blatz (Kenyon & Eckhardt)	—	1	11	7
12.	Pabst (Leo Burnett)	1	1	4	4
13.	Braumeister (Sid Stone Inc.)	—	1	5	—

(P) Participations, as distinguished from sponsorship.

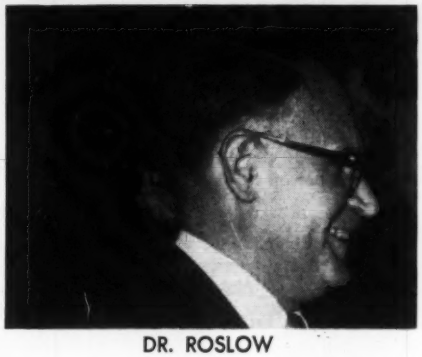
In the above summary, the monitoring occurred the week ending June 16, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

***"Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

****Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

PULSE PUTS PAPERS TO RADIO-TV TEST



DR. ROSLOW

MEASUREMENT of the effectiveness of newspaper vs. broadcast advertising should take into account the actual audience reached, according to Dr. Sydney Roslow, director of The Pulse Inc. Speaking at the Executives Club of San Diego, Calif., last Monday, Dr. Roslow unveiled results of two years of research into periodical readership, applying to printed media the broadcast ratings technique which reports percent of homes hearing or viewing a given program or quarter-hour. His summary of a half-dozen separate studies follows.

WE HAVE a method for obtaining radio and television ratings. In the past two years we have applied this same method to newspapers and magazines. In the past, others have developed methods for measuring the number of persons who have read or simply seen a printed advertisement. These methods have used as the base, not all persons, but only reader-persons. First a reader of a given issue is found. All non-readers are discarded. Then the reader is taken through the paper or magazine by one method or another. He identifies the "ads" he remembers reading or seeing when he originally looked through the paper. The measurements, of course, can only be projected against the circulation of the paper and not against all persons. The Advertising Research Foundation used to make such measurements. Such ratings have a psychological superiority over the ratings employed in the broadcasting industry. Such ratings are larger than they would be if they were based on *all* persons instead of on reader-persons. Wouldn't the broadcasters like to have ratings based only on homes which tuned the station during the day?

Pulse accepted a challenge of putting ad measurements on the same basis as broadcasting measurements. The radio and tv ratings are based on the home as the unit of measurement. We obtain the broadcast record of the persons living in the home and then consider the home as having used radio whenever a member of the home has listened to the radio. The same is done for tv. If several persons of one home listen together to the same program, the measurement is still one home as a listener. These measurements are built on all homes as the universe.

Last year we developed the same method for newspapers and magazines. All homes are the universe. Each member of the home is interviewed. If no one has seen the newspaper, the home is still included in the sample. The identification of "ads" seen, scanned, recognized is credited to the home. Thus percents of homes seeing the ad are computed. The meanings of these percents are the same as radio and television ratings in their projectability.

In all, six different studies have been made. Briefly, here are a few major results:

In Salt Lake, which was the first of these studies, the best results were obtained for newspapers. This came about because the Salt Lake newspapers have the best relative circulation of all the papers studied. In Table 1, the ratings of the ads by sections is shown. The average ad rating in the *Tribune* was 3.4 and in the *Deseret News*, 3.7. The maximum was achieved by a full page—25.2%—a local department store ad. Only 48 ads, or 15.6% of all the ads achieved percentages greater than 9.9%. However, most of the ads (two-thirds) achieved percentages noted of under 2.5. By comparison, the average quarter hour rating for the six radio stations listed in the Pulse Salt Lake Radio Report is 3.4, and over 90% of the ratings were 2.5 or greater.

The second study was made in Denver. The average percent noting ads by size of ad is shown in Table 2. The range of ratings for ad noting is large. Many ads were not identified or recognized at all. Full pages, on the other hand, did achieve significant ratings as high as 20 to 30%. The maximum rating was achieved by a full page department store ad in the *Post*—36.4%. It took more than ⅛ of a page to achieve ratings of 3.9 in the *Post* and ¼ of a page or more to achieve an average rating of 3.2 in the *Rocky Mountain News*. The study indicated that it took a large sized ad—half pages or more, generally—to achieve significant ratings.

The average quarter hour ratings for any of the six radio stations listed in the Pulse Radio Report ranged from 1.5 on the lowest station to 7.3 on the highest station. These comparisons show how favorably radio audiences line up in size compared to ad audiences of newspapers.

The third study was made in Seattle. The averages by size of ad are reported in Table 3. An inspection of the results shows again that large amounts of space are needed to achieve ratings of significance. Most of the ad ratings were below 1.0%. Almost all of the ads of 311 lines or under in the *Seattle Daily Times* are of this low magnitude. In the *Post Intelligencer* this is true of almost all the ads 274 lines and under. By comparisons, the Seattle Radio Pulse showed that of the eight stations listed in the report, the lowest average quarter-hour rating for any station is 1.9 for the 6-hour morning period, 1.7 for the 6-hour afternoon period, and 1.8 for the 6-hour night period. Only ads of ¼ page or more averaged ratings greater than these. It should be recognized at once that circulation counts of newspapers do not indicate that the same count is applicable to the individual ads appearing in the papers.

The results suggest that newspaper advertising has been effective and successful through the years in terms of small numbers noting individual ads. The ratings of individual quarter-hour radio programs carrying advertising compares most favorably with these newspaper ad measurements. In radio, it is obvious that the success of radio advertising depends on the audience reached by the individual program carrying the ad and the above results for newspapers suggest that the same process must operate and not the over-all circulation count of the newspapers.

In July of last year, we had occasion to study *Life* magazine in Paterson, N. J. The results are highlighted in Table 4. The average ad

TABLE 1: SALT LAKE CITY

Tribune 3.4*	*Deseret News* 3.7
Section A 3.5	Section A 3.9
Section B 18.4 (1 ad.)	Section B 2.2
Section C 4.4	Section F 4.1
Section D 1.2	
Section S 22.9 (Sears Supplement insert)	

Average ¼ hour rating for 6 radio stations 3.4

(Classified and movie advertising eliminated)
*Special Sears Supplement insert eliminated

TABLE 2: DENVER

Post	
Full Page-2496 lines	21.5
½ Page up to full page 1248-2495 lines	14.4
¼ Page up to ½ page 624-1247 lines	9.0
⅛ Page up to ¼ page 312-623 lines	3.9
70-311 lines	1.0
Less than 70 lines	.3
Rocky Mountain News	
Full Page-990 lines	7.0
½ Page up to full page 495-989	4.9
¼ Page up to ½ page 248-494	3.2
⅛ Page up to ¼ page 124-247	.8
70-123 lines	.5
Less than 70 lines	.1

Average ¼ hour radio ratings range from 1.5 on poorest station to 7.3 on best station.

TABLE 3: SEATTLE

	Daily Times	*Post Intelligencer*
Full Page	15.9	3.8
½ Page up to full page	8.9	5.6
¼ Page up to ½ page	5.7	3.6
⅛ Page up to ¼ page	1.2	1.3
70-311 lines	.6	—
70-274 lines	—	.9
Under 70 lines	.3	.4

Lowest Average ¼ Hour Station Rating

Morning	1.9
Afternoon	1.7
Evening	1.8

TABLE 4: PATERSON, N. J.

Life Magazine July, 1955

	%
Average rating 92 ads	1.6
Highest double page in color	11.7
Back cover	11.2
Highest single page in color	8.3
Average ¼ Hour Station Ratings	
6AM-12 Noon	1.6
12 Noon-6 PM	1.7
6PM-12Mid.	1.4

rating was 1.6. The average ¼ hour station rating for 12 stations listed in the radio report was 1.6, 1.7 and 1.4 for the three parts of the day. This pilot study suggests that an advertising campaign on radio can compare very favorably with a national magazine campaign.

The final study reported here is concerned with tv and newspapers. The study was made in Chicago. The results are shown in Table 5. It appears that somewhat more homes read a newspaper in the course of a day than watch tv. The differences however, are small since the percentages are in the 90% range. But, the time results reported are clear. More than 5 to 1 is the ratio of time spent on tv compared to newspapers.

Some have argued that there is permanence to the newspaper and that the reader returns again and again to the newspaper. This is supposed to give the ad a repeated opportunity at being communicated to the reader. The fallacy in this argument is evident in results reported in Table 6. More than 85 out of 100 do not return to the newspapers after the first reading.

The difference in exposure to radio and tv also is shown in Table 5. Except for morning rush hour period (Chicago has subways and elevated and commuter trains), tv is far out ahead.

As I have said before, let the conservative, let the newspaper exponent, cut the findings in half for radio and tv. The results are still favorable for the broadcast medium. The plain sense of these findings is not one of criticism of the printed advertising. Rather it is to point out that when comparable measurement methods are employed, the broadcast media can stand up to the print media. It suggests that a re-examination and re-allocation of advertising budgets may be in order. Newspapers have been effective. Advertising in the print media has sold goods. But this has been built on small numbers of persons seeing the ad and not on large circulation numbers. In radio and tv the ratings are generally larger. The coordination of the two media-print and broadcasting—can result in much greater numbers of persons reached by the advertiser's message. But such a determination can come from true measurement and this in turn must lead to more ideal utilization of these two forms of advertising.

Table 5: Tv vs. Press in Chicago
Tv Viewing vs. Newspaper Reading

Reading a Newspaper % of Homes	Viewing Television % of Homes
Average Monday-Friday	96.8	91.1
Saturday	95.5	90.5
Sunday	96.0	93.3

Time Spent on Television Viewing and Newspaper Reading

	Newspaper	Tv Viewing
	Average Number of Minutes per Home	
Monday-Friday	101	568
Saturday	98	643
Sunday	136	654

Comparison of Tv and Newspaper Usage by Quarter Hours

	% of Homes Monday-Friday	
	Tv	Newspaper
7AM	5.4	8.0
8AM	13.0	10.2
9AM	19.1	11.7
11AM	24.2	3.2
4PM	33.5	14.2
5PM	37.3	24.0
6PM	33.8	24.0
7PM	55.8	30.5
11PM	27.0	3.0

Table 6: Repeat Readings

Number of Times Same Newspaper Is Referred to in 18 Hour Period

	Newspaper-Persons %
One	85.6
Two	13.4
Three	1.0

PEPSI CAMPAIGN VARIED FOR COKE IN JOHNSTOWN

WJAC salesman sells modified idea of 'Pepsi, Please' to Coca-Cola bottling company in Pennsylvania community.

A VARIATION on Pepsi-Cola's spectacularly successful "Pepsi, Please" radio campaign [B•T, Aug. 20], it was learned last week, is now in progress in Johnstown, Pa.—under sponsorship of Pepsi's arch rival, Coca-Cola.

An enterprising WJAC Johnstown salesman sold the modified Pepsi campaign idea to the Coca-Cola Bottling Co. of Johnstown—after being unable to sell it to the local Pepsi-Cola bottler.

Park Claycomb, WJAC sales manager, told B•T he heard about the "Pepsi, Please" test campaign in San Diego, thought it was a west coast local idea that should prove salable in Johnstown, and decided to try it on the local Pepsi dealer. But the bottler was uninterested, or too busy, and eventually he took the idea to the Coca-Cola Bottling Co., and made a sale, Mr. Claycomb asserted.

Since the campaign started, he added, the Pepsi dealer has protested and even threatened suit. For a while, Mr. Claycomb said, he feared he would have to pull the program off the station. But he said he had a checkup made—after discovering that what he had "borrowed" was not a local idea at all, but an idea being tested for a national campaign. He said he understood the idea has not been copyrighted. He plans to go ahead with the show, which he says is going "very well."

The format of the Coke series on WJAC differs somewhat from the "Pepsi, Please" campaign conceived for Pepsi-Cola by Kenyon & Eckhardt Account Executive J. Clarke Mattimore and tested under his supervision first in San Diego and then in Muncie, Ind. The "Pepsi, Please" campaign, which is due to open almost momentarily in Marion, Ind., involves the recording of people's voices saying "Pepsi, Please," and then playing the recordings on the air—10 different voices in each spot announcement—and offering prizes to all who recognize their own sounds on the air.

Mr. Claycomb's Coca-Cola variation records the voices of people saying "I'd like to have a Coca-Cola, please," and presents one voice—called the "mystery voice"—saying these words in each spot. Anyone correctly identifying his own voice as that of "the mystery voice" gets a jackpot, which starts at a dollar and builds up until there is a winner. The "mystery voice" changes with each announcement; if it is not correctly identified at once, it is replayed and the voice is identified on the air. Next time, it's another "mystery voice" saying "I'd like to have a Coca-Cola, please."

In the Pepsi-Cola campaign, voices are recorded in person or by telephone. In the Coca-Cola variation, would-be participants must first write to WJAC; then the station calls them and records their voices.

The Johnstown series includes five spots a day—25 a week—plus 10 to 15 radio teasers a day. In San Diego Pepsi-Cola used 36 spots a day; in Muncie, 23.

NBC Radio Sponsors Sign For $4 Million in Billings

ORDERS representing almost $4 million in net revenue were signed during the past week by NBC Radio, Fred Horton, the network's director of sales, reported last week.

New business included participations on *Monitor* ordered by the Pontiac Motor Div. of General Motors Corp., the Nash Motors Div. of American Motors Corp., the Florida Citrus Commission, the Morton Salt Co., 20th Century-Fox Film Corp., "Bonadettes," North American Van Lines, the National Sporting Goods Assn., and the Crowell-Collier Pub. Co.; participation schedules for the network's "Top 10 Plan" by Anahist Co., the Kemper Insurance Co. and Crowell-Collier, and for the *Mary Margaret McBride* series by Beltone Hearing Aid Co., *Good Housekeeping* magazine, Penick & Ford Ltd. and Q-Tips.

Among the renewals, Mr. Horton said, were an extensive and expanded order from Miles Labs for participations in *NBC Bandstand, Woman in My House, Hilltop House,* and newscasts in *Monitor.* Mr. Horton pointed out that Miles Labs' orders are in addition to the advertiser's full sponsorship of *News of The World* (Mon.-Fri., 7-7:45 p.m. EDT).

Other renewal orders listed by Mr. Horton were those from the DeSoto Motor Div. of Chrysler Corp. for *You Bet Your Life;* the Skelly Oil Co. for Alex Dreier's commentary and farm news' programs,and the Allis-Chalmers Mfg. Co. for the *National Farm and Home Hour.*

Dr. Leo Bogart Elected Head Of Radio-Tv Research Council

ELECTION of Dr. Leo Bogart, director of research account services, McCann-Erickson, New York, as president of the Radio-Television Research Council was announced last week. He succeeds Maxwell Ule, vice president of Kenyon & Eckhardt.

Other new officers of the Council, membership of which includes research executives in the broadcasting industry, advertising agencies and the rating services, are Julia Brown, associate media director of Compton Adv., New York, vice president, and Babette Jackson, research project director of Dancer-Fitzgerald-Sample, New York, secretary-treasurer.

'Ranger' Offered to Sponsors

ALTERNATE-WEEK sponsorship of the *Lone Ranger* on ABC-TV—for the weeks not sponsored by General Mills—is being offered to advertisers on a regional basis. The program starts its fall season Sept. 13 in the Thursday, 7:30-8 p.m. EDT period, and because it is sponsored on a syndicated basis by the Merita Div. of American Bakeries in much of the South, it is not available for sponsorship through ABC-TV in Alabama, Florida, Georgia, Louisiana, North Carolina, South Carolina, Virginia and Tennessee (except Memphis).

Lewis Named to Head LaRoche Radio, Tv

APPOINTMENT of Tom Lewis, formerly writer and producer of NBC-TV's *The Loretta Young Show*, as vice president in charge of the television and radio department of C. J. LaRoche & Co., New York, was announced last week. Mr. Lewis will make his headquarters at LaRoche's Hollywood offices.

MR. LEWIS

Mr. Lewis, who is the husband of actress Loretta Young, has served most recently as an independent television producer. Previously, he was a vice president in charge of television and radio and a producer for Young & Rubicam and a producer for Metro-Goldwyn-Mayer.

He will divide his time between the New York and Hollywood offices of the agency, a company spokesman said. The LaRoche agency recently appointed Carroll O'Meara to supervise commercial production in New York and Jay Bottomley as manager of television production [B•T, Aug. 27].

To Renew Opera Broadcasts

THE Texas Co., New York, and its Canadian outlet, the McColl-Frontenac Oil Co. Ltd., will sponsor their joint 17th consecutive season of ABC Radio's broadcasts direct from New York's Metropolitan Opera House, beginning with the Dec. 8 matinee of Donizetti's "Lucia di Lammermoor." Through Kudner Adv., New York, Texaco will sponsor the operas over the full ABC network, while McColl-Frontenac will sponsor the broadcasts via the CBC. Milton Cross once again will narrate the opera, and the programs' features, *Opera Quiz* and *Opera News on the Air*, will be retained.

MBS Expands Nielsen Service

MBS has expanded its use of the Nielsen research services by subscribing to the organization's complete services on National Radio Audience Composition and Auto-Plus, it was announced last week by Henry Rahmel, director of the broadcast division of the A. C. Nielsen Co.

Mr. Rahmel said that subscription to these additional services "places Mutual in a position to highlight additional specifics of Mutual's audiences and programs appeal and to take advantage of radio's bonus audience in the growing auto-radio population."

$8 Million for Emerson Adv.

EMERSON Radio and Phonograph Corp., Jersey City, has alloted more than $8 million during the coming year for "the largest and most comprehensive advertising and sales promotion campaign" in the company's history, it was announced last week by Lester Krugman, Emerson vice president in charge of marketing. The campaign will include a cooperative advertising program to include radio-tv announcements, plus advertisements in national magazines, newspapers, trade publications and promotional materials.

COLORCASTING®

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

Sept. 16 (10-10:30 p.m.) *Lamp Unto My Feet*, sustaining.

Sept. 24 (10-11 p.m.) *Studio One*, Westinghouse Electric Corp. through McCann-Erickson.

NBC-TV

Sept. 3-7 (3-4 p.m.) *Matinee*, participating sponsors (also Sept. 10-14, 19-21, 24-28).

Sept. 5 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods, through J. Walter Thompson (also Sept. 19).

Sept. 6 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. Co. through J. Walter Thompson Co. (also Sept. 20, 27).

Sept. 9 (8-9 p.m.) *The Magic Box*, Knomark Mfg. Co. through Emil Mogul.

Sept. 11 (9:30-10:30 p.m.) *Kaiser Aluminum Hour*, Kaiser Aluminum through Young & Rubicam.

Sept. 15 (10-11 p.m.) *Perry Como Show*, participating sponsors (also Sept. 22, 29).

Sept. 17 (8-9:30 p.m.) *Producer's Showcase*, "The Lord Don't Play Favorites," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton & Grey.

Sept. 18 (8-8:30 p.m.) *Big Surprise*, Speidel through Norman, Craig & Kummel (also Sept. 25).

Sept. 18 (8:30-9 p.m.) *Noah's Ark*, Liggett & Myers through McCann-Erickson (also Sept. 25).

Sept. 22 (1-2 p.m.) *Warner Bros. Fashion Show*, Warner Bros. Co. through C. J. LaRoche.

Sept. 23 (8-9 p.m.) *Steve Allen Show*, participating sponsors.

Sept. 24 (7:30-7:45 p.m.) *Golden Touch of Frankie Carle* sustaining.

Sept. 24-28 (7:45-8 p.m.) *NBC-TV News Caravan*, various sponsors and agencies.

Sept. 26 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble through Benton & Bowles.

Sept. 28 (8-8:30 p.m.) *Truth or Consequences*, Toni Co. through North Adv. and P. Lorillard through Lennen & Newell.

Sept. 29 (9-10:30 p.m.) *Saturday Spectacular*, "Esther Williams' Aqua-Spectacle," RCA through Kenyon & Eckhardt and Oldsmobile through D. P. Brothers.

[Note: This schedule will be corrected to press time of each issue of B•T]

BBDO Named for Cigarette

AMERICAN Tobacco Co., New York, has appointed BBDO, New York, to handle its newest—as yet undesignated as to type and name—cigarette, which will be placed on the market "later this year." BBDO also handles American Tobacco's Lucky Strike cigarettes. Spokesmen declined to comment either on the cigarette or promotional plans.

National Shoes Inc. Launches Record Advertising Campaign

NATIONAL SHOES Inc., New York, launched the biggest combination broadcast-print advertising drive in its history last week when it opened up 15 new markets on the eastern seaboard via radio spot, tv participation, magazine and newspaper ads. The chain of shoe stores, through its agency, Emil Mogul Co., New York, plans to saturate markets in New York, Connecticut, New Jersey, Massachusetts and Maryland with approximately 500 messages a week via 20 radio stations—five of them in New York City—and one tv station, WRCA-TV New York, on which it sponsors the Saturday morning *Childrens' Theatre*.

According to the Mogul agency, the drive is tentatively set through Christmas, but will "no doubt" continue well into 1957, as new markets and stores are opened. The familiar National jingle, "National Shoes Ring the Bell," will be continued in both radio and tv messages. Though the agency declined to spell out the total budget involved, it did say that radio-tv will get "the bulk of the expenditures."

Mentholatum Buys Serials

MENTHOLATUM CO. (cough medicines), Buffalo, N. Y., last week purchased its first strip of CBS Radio programs by signing for five seven-and-a-half-minute segments a week, beginning Oct. 8. The programs involved have not yet been announced, although all are described as daytime serials. The Mentholatum purchase is said to be one of the largest in the firm's history, representing $150,000 billing for a 26-week period. Agency is J. Walter Thompson Co., New York.

Pulse Expands N. Y. Offices

NEW YORK headquarters of the Pulse Inc. will be expanded by more than 50% when the research organization moves into larger offices at 750 Fifth Ave. The firm, which last week signed a lease for 9,000 sq. ft. in the Fifth Ave. building, currently occupies three floors of a smaller building at 15 W. 46th St.

MOVING into new St. Louis quarters, Rutledge & Lilienfeld agency, which also has offices in Chicago and Kansas City, celebrated the occasion with an open house for clients and members of the advertising profession. Chatting at the affair are R&L President Granville Rutledge (l) and Val Baumann, National Tea Co.'s general merchandise manager.

SPOT RADIO CONTINUING CLIMB, SAYS SRA

Association's monthly report shows July time sales as totaling $10,196,000—an increase of 27% over the same month of the previous year.

SPOT RADIO continued its upward movement in July with time sales totaling $10,196,000, a gain of 27% over the total for the same month a year ago, Station Representatives Assn. discloses in its latest monthly report on spot radio billings, being released today (Monday).

If the gains shown thus far this year continue, SRA projected, the 1956 total will come to $135 million—which, officials pointed out, is not only 17% more than in 1955 but also 3 to 5% better than spot radio's peak year of 1953.

This year's was probably the first July ever to go over the $10 million mark in radio time sales, SRA observed. The month's total pushed sales for the first seven months of 1956 to $75,822,000, an increase of 20.6% over sales recorded in the same period last year. At the end of the first six months of this year, sales were running 19.9% ahead [B•T, Aug. 6].

SRA managing director Larry Webb cautioned that "while these figures are most healthy, they must be discounted a little because July 1955 was the low point in the temporary decline. A month or two later in 1955, spot radio began to look up. Our statisticians tell me that a true seasonal figure really shows spot radio up 17.7% in July, and 17% for the first seven months to date. It is obvious, however, that each month's gain is larger than the previous month's gain.

"We have one more low seasonal month to go through. August normally shows the lowest monthly time sales. Then business usually picks up in September, leading into the top three months of the year-end, generally the best quarter for national spot time sales."

Mr. Webb continued:

"Representatives are not all complacent about these large gains. The trade press reflects the new areas of promotion and service rendered by our members to advertisers and agencies. With 2,000 radio stations enjoying a stepped-up representation service, we not only have the first nation-wide national medium that reaches all the people all hours of the waking day, but we are placing it at the service of advertisers and agencies with new techniques of complete market-by-market information. No wonder, then, that we see increasing use of spot radio for the flood of new products, for saturation campaigns in highly competitive industries, and for longer seasonal, wider geographical and record-breaking lists of station campaigns.

"We are confident that, with total advertising expenditures in all media on the rise, spot radio will show a larger percentage gain than the average percent gain of total media."

The spot sales figures are compiled for SRA by Price-Waterhouse Co., accounting firm, on a continuing monthly basis.

Monthly Comparison of National Spot Radio Time Sales

	1956	1955	(%)
January	$10,192,000	$ 8,556,000	+19.1
February	11,031,000	8,890,000	+24.1
March	11,699,000	10,190,000	+14.9
April	9,704,000	9,311,000	+4.2
May	11,632,000	9,124,000	+27.5
June	11,389,000	8,753,000	+30.0
July	10,196,000	8,029,000	+27.0
Total	$75,822,000	$ 62,853,000	+20.6
August		8,249,000	
September		9,478,000	
October		11,587,000	
November		11,639,000	
December		10,260,000	
Total		$114,066,000	

Index, National Spot Radio, July 1956—111.8, using 1954 as the base year.

ROBERT E. LUSK, Benton and Bowles president, gets a "What's New" fliptop label pin fastened to his jacket by Philip Morris salesman Donald Jacobs, while Ray Jones, vice president in charge of sales for Philip Morris, looks on. The three are seen at a sales meeting in New York coincident with introduction of new Parliament cigarettes in that area. The answer to "What's New": New Parliament.

Standard Brands Adds Buy

STANDARD BRANDS Inc., New York, which early last month signed a $1.5 million, 52-week contract for 10 segments a week of CBS Radio, last week increased its purchases.

The company, which already sponsors the Monday, 10:45-11 a.m. portion of *Arthur Godfrey Time*, will buy an additional 15-minute slot Mondays from 10:30-10:45 a.m. and the 10:45-11 a.m. slot every fourth Friday. Agency for Standard Brands is Ted Bates, New York.

Geyer in New Quarters

GEYER Adv. opened new offices last Monday in greatly expanded quarters at 595 Madison Ave., New York. The 46-year-old agency had been in need of additional space since its absorption of the W. Earl Bothwell Agency in 1952, according to a spokesman. Since that time, Geyer has operated out of two offices, at 745 and 711 Fifth Ave. The new offices cover four full floors in the Fuller Bldg.

Foster Heads Chase Office

THE board of directors of Barnes Chase Co. Thursday announced the appointment of Vice President Norman B. Foster as manager of the San Diego office. He will be assisted there by Vice President Frank Huff and Leonard Parker. Mr. Foster has been with the agency since 1945 and was elected to the board in 1954.

Japanese Tv Invasion

TELEVISION is the strategem being used by Japan Trade Council to swing American travelers into Japan this year. Four Japanese travelogs are being used by the Japan Trade Center, which bought Sunday afternoon quarter-hour periods on CBS-owned KNXT (TV) Los Angeles through Werbel, Skelemian & North agency, New York. CBS Television Spot Sales represented KNXT.

Douglas Meservey Dies In Fall From Building

FUNERAL SERVICES were held last Thursday in Beverly Hills for Douglas Meservey, 51, contact executive in the San Francisco office of Young & Rubicam, who plunged to his death Aug. 28 from the 24th floor of the Russ Building in the heart of San Francisco's financial district.

Mr. Meservey had been with Young & Rubicam for a year and a half and prior to that was with J. Walter Thompson Co., Los Angeles. At one time he was with NBC in New York. In 1940 he joined the Office of Facts and Figures in Washington and later was with the Office of War Information. He served overseas in the Army during World War II, attaining the rank of colonel, and immediately following the war was military governor of Bremen, Germany.

Mr. Meservey was one of the pioneer producers of tv commercials in Hollywood. He is survived by his wife, Elaine, and a son, Douglas Jr., age eight.

Ben Potts Forms Agency

BEN POTTS, for eight years vice president in charge of the west coast operations of Lennen and Newell, Los Angeles, last week announced the formation of his own agency, Ben Potts & Assoc., at 3468 North Knoll Drive, Hollywood. Telephone is Hollywood 5-1845. Mr. Potts earlier had been with Erwin Wasey & Co., Los Angeles; McCann-Erickson, Detroit, and N. W. Ayer, New York.

U. S. Steel Plans Promotion

UNITED STATES STEEL Corp. plans to repeat its Christmas promotion of major appliances, using a drive labeled "Operation Snowflake," starting the week of Nov. 5. Approximately 2,000 radio spot announcements in 48 markets on 54 stations are planned. The campaign will run two weeks. Commercials on U. S. Steel's network tv show, *U. S. Steel Hour* (CBS-TV, alt. Wednesday, 10-11 p.m.), also will use the snowflake theme. BBDO, New York, is agency for U. S. Steel.

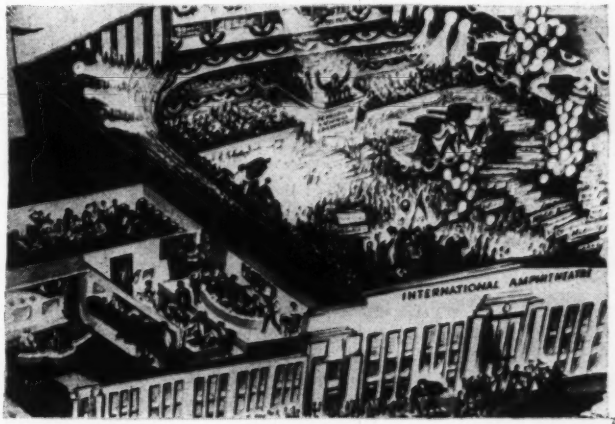
Newspaper Linage Up 6.5%

THE Bureau of Advertising of the American Newspaper Publishers Assn. last week reported national newspaper advertising linage (general and automotive combined) established a new all-time high for the first seven months of 1956, with a gain over the comparable period of last year of approximately 6.5%. General linage was reported up 10.3% and automotive off 1.3% from last year. The decline in automotive advertising was attributed to a 25% drop in automobile production.

Baltimore Special Report

CBS TELEVISION NETWORK

WMAR -TV captured highest audience share when all three Baltimore television stations carried the same program



Democratic Convention

nominating speeches and balloting for Presidential nominee

Thursday, August 16, 10 to 11 P.M.

WMAR-TV share of audience in three-station market*

53.1%

Republican Convention

nominating speeches and balloting for Presidential nominee

Wed., August 22, 8:30 to 9:30 P.M.

WMAR-TV share of audience in three-station market*

52.8%

*Based on Special ARB Report

***In Maryland, most people watch* WMAR•TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

To sell North Texas:

top advertisers have used WFAA 10 years or more!

Twenty-four top American companies have been advertising on radio station WFAA ten years or more. Among them are such names as R. J. Reynolds Tobacco Company, Plough Sales Corporation, Quaker Oats Company, The Mennen Company, Fant Milling Company, and others of similar caliber.

Why have these big names remained consistent advertisers on WFAA?

Because they know when they have a winner.

820 50,000 WATTS **WFAA** 570 5,000 WATTS

DALLAS

NBC • ABC • TQN

Edward Petry & Co., Inc., Representatives

WFAA leads in North Texas in every category* . . .

. . . in General News Coverage

(More listeners prefer WFAA-820 news than the next 3 stations combined)

. . . in Farm News Coverage

(Murray Cox's farm coverage is among North Texas' Top 10 in popularity)

. . . in Programming

(8 of the Top 10 programs in North Texas are WFAA-produced)

. . . in Listenership

(of 109 stations WFAA leads decisively in both daytime and nighttime audiences)

If you want to buy the biggest audience in the biggest Texas market, talk to your Petry man now!

*Whan Study, A. C. Nielsen, N.S.I.

BETTER FILM ADS SOUGHT BY LEVER

Project launched last week in New York will analyze techniques and sift opinions in effort to improve quality of firm's television commercials.

INDEPENDENT move was launched Thursday by a top tv user—Lever Bros.—to "upgrade" the technical standards, at least its own, of tv commercial films.

A special session was held in an NBC viewing room in New York where sample, one-minute commercial films were submitted by 22 cooperating film production firms. Studied were such technical topics as lighting, set backgrounds, transmission standards and laboratory development control.

Lever Bros. hopes to collect the opinions and judgments of the various agency film and account executives and other people participating as the first step towards pooling efforts in improving the quality of tv commercial film.

As expressed by Richard E. Dubè, assistant to Lever's Program Manager George J. Zachary, and originator of the move. "This company feels that there must be continual striving to improve its commercial messages, and the technical phase of that improvement is the subject of this first meeting."

A Lever spokesman emphasized that national advertisers, including, of course, Lever, spend tremendous amounts of money yearly on tv programs and commercials, and for this reason alone such a study was of prime importance.

Lever Bros. in the first six months of 1956 spent a total of $6,872,758 which included $1,734,900 in tv spot and $5,137,858 in network tv, ranking 10th in B•T's compilation of the top 200 national advertisers according to gross tv time purchases [B•T, Aug. 20].

Agencies participating in the project are six which handle Lever Bros.: J. Walter Thompson Co.; Foote, Cone & Belding; Sullivan, Stauffer, Colwell & Bayles; BBDO; Kenyon & Eckhardt, and Ogilvy, Benson & Mather.

Should the first meeting prove fruitful—Lever's program unit will sift the results as a measurement of the project's effectiveness—others will follow on these aspects of tv film commercials:

Comparative photographic quality of films; means to promote greater use of 35 mm film among stations now using 16 mm equipment; how to improve quality of 16 mm film now in use; probe use of video tape and survey film production firms now planning to use it, and how to insure proper transmission of film from networks and stations.

Among those who attended were:

Lever Bros.—Messrs. Zachary and Dubè; NBC—Charles Townsend, manager of film-kine operations, and the following agency representatives:

Leslie Collins of BBDO's tv department; Abbott Spencer, vice president in charge of film activities, Charles Bellante, supervisor of technical films, and Robert Ballin, vice president in charge of program development, all of SSC&B; Stuart Minton Jr., broadcast account supervisor at FC&B; Marshall Rothin, film supervisor, Victor Sack, producer, and Al Tennyson, vice president and director, all of K&E's commercial production department; Bill Whitehead, radio-tv (live) commercial coordinator, Marie Gordon, commercial tv producer-director and Fred Rathael, coordinator of tv films, all of JWT; Philip (Les) Tomlin, associate director of radio and tv, Richard Simon, production supervisor, and Anthony Rizzo, tv production manager, all of OB&M. Dorothy Crawford, an independent producer from Australia, was a guest observer.

LATEST RATINGS

ARB

TOP TEN NETWORK TV SHOWS, AUG. 1-7

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Ratings
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	43.6
2.	I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	33.9
3.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	33.5
4.	$64,000 Challenge	Revlon	C. J. La Roche	CBS	111	Sun., 10-10:30	32.6
5.	Lux Video Theatre	Lever Bros.	J. Walter Thompson	NBC	132	Thurs., 10-11	32.2
	What's My Line?	Jules Montenier	Earle Ludgin	CBS	70	Sun., 10:30-11	32.2
7.	Best of Groucho	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	30.2
8.	Lawrence Welk	Dodge Div. of Chrysler	Grant Adv.	NBC	192	Sat., 9-10	29.0
9.	Climax	Chrysler	McCann-Erickson	CBS	162	Thurs. 8-8:30	26.3
	Ford Theatre	Ford Motor Co.	Thompson	NBC	156	Thurs., 9:30-10	26.3

Rank	Program	Viewers	Rank	Program	Viewers	Rank	Program	Viewers
1.	$64,000 Question	37,040,000	5.	$64,000 Challenge	25,920,000	8.	Gunsmoke	22,470,000
2.	Ed Sullivan	32,230,000	6.	What's My Line	24,150,000	*9.	Phil Silvers	22,110,000
3.	Lawrence Welk	27,480,000	7.	Best of Groucho	23,140,000	10.	Lux Video Theatre	22,000,000
4.	I've Got A Secret	27,370,000						

[Details on program in second table, but not listed in first table]

*Phil Silvers	R. J. Reynolds Amana	Wm. Esty Maury Lee & Marshall	CBS	169 181	Tues., 8-8:30	....

VIDEODEX

TOP TEN TV NETWORK PROGRAMS
WEEK OF AUG. 1-7, 1956

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	% Tv Homes	No. Tv Homes (000)
1.	The $64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	30.9	11,003
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	29.6	10,013
3.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	28.6	9,787
4.	The Honeymooners	Buick Div. of General Motors	Kudner	CBS	187	Sat., 8-8:30	27.5	9,500
5.	Climax	Chysler Corp.	McCann-Erickson	CBS	162	Thurs., 8:30-9:30	27.3	9,087
6.	The $64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. LaRoche	CBS	111	Sun., 10-10:30	26.7	8,250
7.	Lawrence Welk Show	Dodge Div. of Chrysler	Grant Adv.	ABC	192	Sat., 9-10	26.1	9,497
8.	Phil Silvers	R. J. Reynolds Amana Refrigeration	Wm. Esty Maury, Lee & Marshall	CBS	169 151	Tues., 8-8:30	26.0	8,839
9.	Best of Groucho	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	24.8	8,464
10.	Steve Allen	Avco Jergens Brown & Williamson	Compton Robert W. Orr Ted Bates	NBC	128	Sat., 8-9	24.6	...
	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	172	Wed., 9:30-10	...	8,109

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NETWORK NEW BUSINESS

Hamilton-Beach Co. (household appliances), Racine, Wis., using minute participations on Wednesday and Friday *Panorama Pacific* shows on CBS-Television Pacific Network nine-station hookup, starting Oct. 3 for 12 weeks. Agency: Erwin, Wasey & Co., L. A.

NETWORK RENEWAL

Allis Chalmers Mfg. Co., Milwaukee, has renewed *National Farm & Home Hour* on NBC (noon-1 p.m. EDT), marking 12th year of sponsorship of program. Agency: Bert S. Gittins Adv., Milwaukee.

Best Foods Inc., Skippy Peanut Butter Div., through Guild, Bascom & Bonfigli, San Francisco, has renewed *You Asked for It* on ABC-TV (Sun., 7-7:30 p.m. EDT), for the 1956-57 season.

Sylvania Electric Products Co., N. Y., through J. Walter Thompson Co., N. Y., has bought Sapphire Films Ltd.'s *The Buccaneers* for replacement in the Saturday, 7:30-8 p.m. EDT time period on CBS-TV, beginning Sept. 22. The London-filmed series, which replaces Sylvania's sponsorship last season of *Beat the Clock*, depicts 18th century adventures in the Caribbean area.

AGENCY APPOINTMENTS

Sleep-Eze Co., Long Beach, Calif., heavy radio advertiser, names Milton Carlson Co., L. A., as agency effective Sept. 15. Firm had switched its $400,000 account from M. B. Scott Inc. to Van Der Boom, Hunt & McNaughton there some weeks ago.

Federal Enameling & Stamping Co. (enamel housewares), McKees Rocks, Pa., to BBDO, Pittsburgh, effective Sept. 1.

Eagle Pencil Co., N. Y., names BBDO, N. Y.

Patek Bros. Inc. (paint manufacturer, glass distributor), Milwaukee, names Cormack-Imse Inc., that city.

Hy-Gro Corp. (lawn fertilizers, nutrients), Baltimore, to Applestein, Levinstein & Golnick Adv. Agency, that city.

J. B. Williams Co., Glastonbury, Conn., for its Conti shampoo, appoints Doherty, Clifford, Steers & Shenfield, N. Y.

Armstrong Cork Co., Lancaster, Pa., names Ogilvy, Benson & Mather Inc., N. Y., for building products division. BBDO continues to handle insulation, glass and closure, industrial divisions and resilient flooring and floor division products.

Colgate-Palmolive Co., N. Y., names Street & Finney, N. Y., for new, unnamed product.

Fort Howard Paper Co. (Page napkins, towels, toilet tissue), Green Bay, Wis., to Clinton E. Frank Inc., Chicago for retail and industrial products.

Hotpoint Appliance Sales Co., Kansas City, appoints Litman, Stevens & Margolin Inc., that city.

Weston Biscuit Co., Passaic, N. J., names Campbell-Ewald, N. Y. Plans now being made for 1957 radio-tv spots and participations.

C. F. Simonin's Sons, Phila., to Ralph A. Hart Adv., that city, for Yolanda all-purpose oil and other products.

U. S. Industries Inc. (subsidiaries make oil field equipment, aircraft components, metal forming presses, water transmission products), N. Y., names Erwin, Wasey & Co., N. Y., for institutional advertising.

Rek-O-Kut Co. (high-fidelity turntables and studio recording equipment), N. Y., names Wexton Co., N. Y.

Alexander Muss & Sons, Great Neck, N. Y., national building firm, appoints Hoffman-Manning Inc., N. Y.

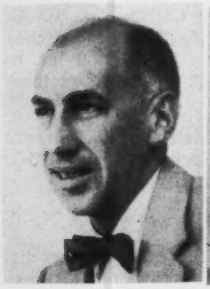
Royal Crown Bottlers, Clean-Cote Laboratories (household cleanser), **Gorman's** (department store) and **House of Modern** (furniture), all Kansas City, name Litman, Stevens & Margolin, Kansas City.

Holzer y Cia., S. A., importer and distributor for Omega, Tissot and Patek Philippe watches in Mexico, names Kenyon & Eckhardt de Mexico, S. A., Mexico City.

The Health Insurance Institute, newly-formed central source of information for America's health insurance business, appoints Lennen & Newell, N. Y.

A&A PEOPLE

Benjamin B. Banks and **Horace Curtis,** vice presidents and account supervisors, respectively, with Ruthrauff & Ryan and BBDO, both N. Y., have joined Benton & Bowles, N. Y., in similar capacities. Latter is assigned to Procter & Gamble account.



MR. BANKS

MR. CURTIS

Austin Kiplinger, former NBC Chicago news commentator, elected executive vice president of Kiplinger organization which publishes *Kiplinger Washington Letter* and *Changing Times* magazine.

H. Gawayne Kinsey, art director, Bonsib Adv. Agency, Fort Wayne, Ind., elected vice president.

Henry A. Mattoon, president, Reach, Yates & Mattoon, N. Y., to McCann-Erickson, N. Y., as vice president and chairman of the marketing plans board.

Tom E. Chantron, product manager, Kraft Foods Co., Chicago, and **Earl Kraft,** controller, H. S. Martin & Co., Evanston, Ill., to Earle Ludgin & Co., Chicago, as account executive and controller respectively.

Morton Yanow to Feigenbaum & Wermen Adv. Agency, Phila., as director of radio-television.

Lloyd L. Fusby, production manager, Boron, Calif., plant of Pacific Coast Borax Div., U. S. Borax & Chemical Corp., to western manager, and **Roger W. Hinchman,** eastern industrial sales manager, to general sales manager of USBC's industrial and agricultural departments. Mr. Fusby continues in Los Angeles and Mr. Hinchman in New York.

Torben A. Grunth, promoted to account executive on Remington-Rand account at Robert Otto & Co., N. Y.

J. R. Blocki, manager of advertising services, Kraft Foods Co., Chicago, named advertising manager for confections and Kraft oil, succeeding **T. E. Chantron,** resigned. **J. J. Wallner,** assistant advertising manager for oil products, named to succeed Mr. Blocki as advertising services manager.

Joseph Pedott, former owner of Joseph Pedott Adv. Agency, now dissolved, to R. Jack Scott Inc., Chicago, as account executive.

Robert H. Higgons, Young & Rubicam, N. Y., to Ogilvy, Benson & Mather, N. Y., as account executive.

Robert S. Liptak, formerly with ABC, to Boland Assoc., San Francisco, as media and research director. **Christina Muirhead** named agency's media buyer.

David E. Fulmer, formerly in creative department of Guild, Bascom & Bonfigli, San Francisco, named program director and head of agency's television staff in Hollywood.

Henry G. Childs, writer-producer-director, WKY-TV Oklahoma City, to Erwin, Wasey & Co. there as tv-radio director. **Rubye Mae Griffin,** formerly tv-radio copy supervisor, Young & Rubicam, Hollywood, to L. A. office of Erwin, Wasey as copywriter.

Jack Mefford, account executive, Curt Freiberger & Co. and Ed M. Hunter & Co., Denver agencies, to William Kostka & Assoc. there in same capacity.

James J. Kilian to Milton Carlson Co., L. A., as account executive on Circus Foods Inc., which moved with him to agency Sept. 1.

John J. Archibald, Benton & Bowles, N. Y., to J. M. Mathes Inc., that city, as associate marketing and merchandising director.

Jack Berzon, Flint Adv., N. Y., to Hoffman-Manning Inc., that city, as head of agency's retail automotive division.

Ethel Wieder, former supervisor of timebuying section of Biow Co., N. Y., to timebuying section of Compton Adv., N. Y.

Dr. Doris Benardette, former associate professor, Western State College of Colorado, appointed director of research, Endorsements Inc., N. Y.

Marian Gable, former head of Ad Assoc., Dayton, Ohio, to Bridges-Sharp & Assoc, that city, as art director and account executive.

Peter Ripps, formerly associate director of merchandising, Foote, Cone & Belding, N. Y., to merchandising director, Zlowe Co., N. Y., in expanded marketing and sales development services.

THE Hospital Saving Assn. of Chapel Hill, N. C., will sponsor 10 football games of North Carolina colleges this fall on seven state radio stations, with WPTF Raleigh originating the broadcasts. Discussing the games to be carried are (l to r) Jim Reid, WPTF sports director and play-by-play announcer; J. S. Nagelschmidt, public relations director for the sponsor; Bill Jackson, WPTF personality who will give color on the broadcasts, and Clyde Mitchell, WPTF sales representative. Other stations to carry the games include WIST Charlotte, WEED Rocky Mount, WCOG Greensboro, WTOB Winston-Salem, WHKY Hickory and WWNC Asheville.

Frank Nickel, H. W. Kastor Adv. Co., Chicago, to Christiansen Adv. Agency, that city, as art director.

William N. Tollis, formerly tv art director, Morse International, to Dancer-Fitzgerald-Sample, N. Y., in same capacity.

George Gottridge, former copy chief, Al Paul Lefton, N. Y., to Hoffman-Manning Inc. there in same capacity.

John L. Zimmer, Ted Bates & Co., N. Y., to radio-tv department of Cunningham & Walsh there as executive producer and assistant to department head.

Robert R. Larson, former art director, The Buchen Co., Chicago, to Grant Adv., that city, in same capacity.

Michael de Vivo, J. Walter Thompson, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as art director.

Virgil A. Warren, Spokane, Wash., agency owner, re-elected national chairman of Affiliated Advertising Agencies Network. He has served as national director since 1948. **Donald Alexander,** formerly with Virgil A. Warren Adv. Agency, named AAAN executive secretary. Elected regional directors: **Lewis Wessinger,** Foltz-Wessinger Agency, Lancaster, Pa.; John Greenlee, Cline Adv. Service, Boise, Idaho, and Jack Gibbons, Gibbons Adv. Agency, Tulsa, Okla.

Kenneth G. Patrick, manager of educational relations, General Electric Co., named volunteer coordinator of Advertising Council campaign that will warn public of increased load colleges and universities will have to bear. Advertising materials will be prepared by N. W. Ayer & Son, Council's volunteer agency.

Virginia Curran, timebuyer, L. A. office, Roy S. Durstine Adv., married to Paul Weigl, partner in Hollywood Plastic Arts, Aug. 10.

Yrjo A. Koskinen, sales and advertising coordinator, Ashland Oil & Refining Co., Ashland, Ky., died Aug. 26 after being in ill health several years.

IMPROVED DuMONT ELECTRONICAM SYSTEM UNVEILED FOR TV, 35MM FILM PRODUCTION

Refined mobile operation, shown at special demonstration Thursday in New York, to be put to use within few weeks in Hollywood under contract with Paramount Sunset Corp., subsidiary of Paramount Pictures Corp. that rents studios to tv and film producers.

ALLEN B. DuMONT Labs, which more than a year ago unveiled its Electronicam live-tv film system, last week dollied in on the Hollywood scene with an improved Electronicam system that can be used for tv and theatrical film production.

Revealing the refined system at a special demonstration in New York Thursday, DuMont announced that the system would be put to work within a few weeks in Hollywood under a contract with Paramount Sunset Corp., a subsidiary of Paramount Pictures Corp. The latter holds a substantial minority interest in both Allen B DuMont Labs and DuMont Broadcasting Corp. (WABD [TV] New York and WTTG [TV] Washington).

Paramount Sunset rents its studios and stages to outside tv and film producers. Keeton Arnett, DuMont's vice president, estimated that the cost to Paramount Sunset of the Electronicam equipment would be at a rate of $1,500 to $3,000 a week on a lease basis. DuMont at present does not contemplate outright sale of its Electronicam equipment.

Along with the system, at least one "systems engineer" will be assigned by DuMont to accompany any leased equipment.

The original DuMont Electronicam camera system shown in New York more than a year ago was equipped for 16 mm. The newly-refined system can handle 35 mm. It also is in mobile form. The unit shown Thursday had two functional trailers which contain all of the cameras and related equipment necessary to operate the Electronicam cameras. These combined standard Mitchell motion picture cameras with a closed circuit tv system. Mobility permits the system in its entirety to be moved readily from studio to studio, lot to lot and set to set.

According to Mr. Arnett, DuMont expects to make shipment "within the next six months of a series of systems in sufficient quantity to meet the demands of an industry which, according to all indications, will adopt Electronicam as its standard equipment."

One of the trailers in the unit remains outside the sound stage. The 32-foot trailer contains the major part of the electronic gear for cameras, monitors, control panels, audio recorder and a kinescope recorder, as well as cables and three of the special Electronicam cameras.

Each camera is a union of the Mitchell 35 mm with an image orthicon tv camera using a common optical system eliminating parallax and an identical picture going to each unit. The scene is visible to both the cameraman through the electronic viewfinder as well as to the director and his production team through monitors.

An 18-foot trailer can be wheeled onto the stage, functioning as the control and communications center. It is equipped with five 17-inch monitors, one for each of three cameras in multiple-camera shooting, one "take" monitor providing a continuous sequence of scenes, and another for the director to preview results of special effects produced electronically. Still other monitors give various and instantaneous camera-eye views to both the cast and the technical staff.

Mr. Arnett stressed savings in both money and in days needed for film production; rendition of top quality film—black-and-white or in color; instantaneous monitoring of the action before the camera; precise coordination of the creative team and "complete mobility."

The demonstration Thursday was held in Movietone News' New York studios on W. 54th St. In addition to the showing of the equipment, a film—made via the Electronicam system—was run off that explained the workings of the refined process.

Along with the claimed advantages to feature film production, the film stressed its value to tv commercial production (Electronicam has been used for filming at DuMont's Adelphia Theatre in New York for commercials as well as for the now dropped "The Honeymooners" film series —Jackie Gleason's program seen last season on CBS-TV).

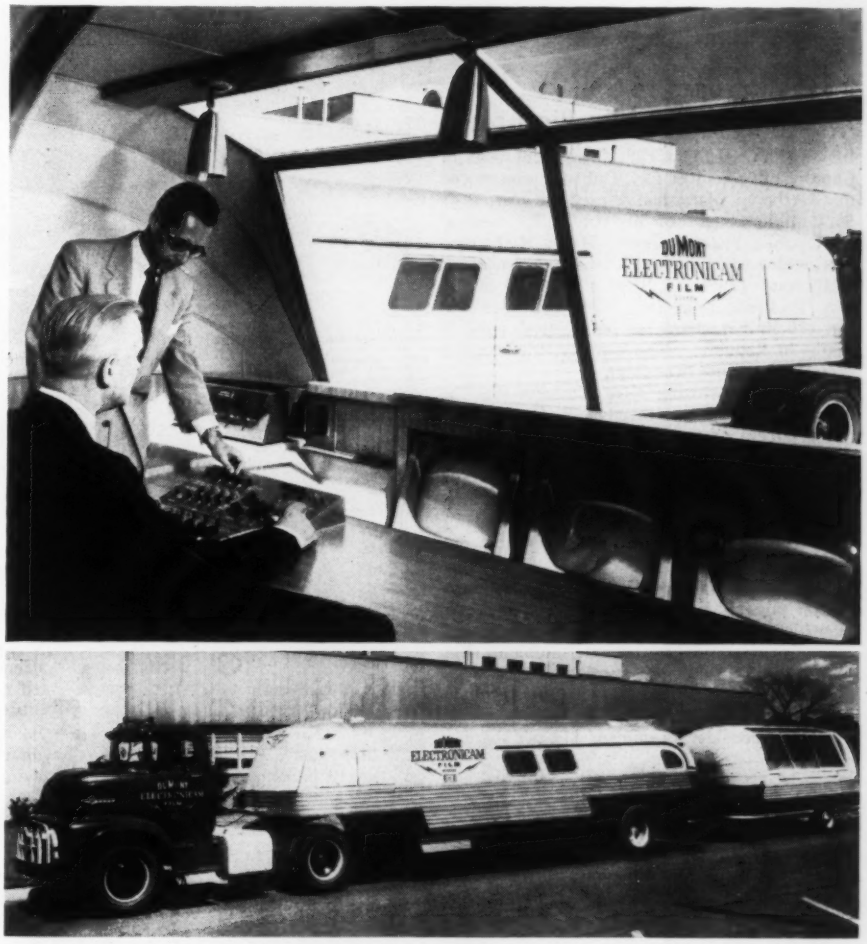
Shown were its uses as a filming vehicle for a monchrome commercial for Camel cigarettes, for Maxwell House coffee—first in black-and-white and then in color, and for cosmetics, also a color sequence. A dramatic sequence was filmed with quality pointed up as comparable with current motion picture production. A limitation in the system, observers pointed out, however, is that color filming can be monitored only in black-and-white.

Mr. Arnett noted that DuMont engineers and various motion picture-video experts had spent most of the past year studying film production needs of the motion picture industry. The net result was the improved Electronicam (refinements are noted in optical equipment, electronic resolution and in focus controls).

According to the current timetable, the system should be in use by October with dry runs being held to break in technicians. A week's demonstration for the motion picture industry will be held upon the equipment's arrival in Hollywood.

The Paramount Sunset studios are located at the old Warners movie lot adjacent to KTLA (TV) Hollywood [B•T, Aug. 22, 1955]. KTLA is operated by Paramount Pictures subsidiary, Paramount Television Productions Inc.

As seen by some Hollywood observers, the new Electronicam system will not displace film editors and cutters but rather bring them under one roof as assistant directors. Heretofore they were separated in motion picture film production. This new grouping of creative talent is described as a first in Hollywood feature film production.



DUMONT'S new mobile Electronicam film system is contained in two functional trailers (bottom), readily moved from stage to stage and set to set. The smaller unit goes on stage as the control center while the larger one remains outside during film production. In the control-room trailer (top), the equipment is given a final check by Keeton Arnett (seated), vice president of Allen B. DuMont Labs, and John Auld, manager of operations, Electronicam Div., before unit leaves the Clifton, N. J., plant for use in Hollywood.

Disney Tops $2 Million Profit in Nine Months

WALT DISNEY PRODUCTIONS, Burbank, Calif., reported net profit of $2,091,975 for the nine-month period ending June 30, in a company registration statement filed last week with the Securities & Exchange Commission covering a proposed public offering of $7.5 million subordinated debentures due 1976.

The figure is equal to $1.60 per share on the $1,305,680 shares of outstanding common stock. Gross revenue for the nine-month period totaled $20,371,831. The company's net income for the entire fiscal year which ended Oct. 1, 1955, was $1,352,576, equal to $1.04 per share. Gross revenue for that 12-month period was $24,638,652. The prospectus showed that the company stock is held 54% by Walter E. Disney and Roy O. Disney as voting trustees with Walter E. and Lillian B. Disney listed as beneficial owners of 24%, and Atlas Corp. as holder of 17%.

Assets of Walt Disney Productions as of June 30 totaled $28,167,000. The report showed that in the nine-month period ending June 30 the company's gross income from tv totaled $4,747,000. Gross from theatrical pictures totaled $11,340,000. Other income, including merchandising, publications and Disneyland, exceeded $4 million. Disney Productions reported that Disneyland Inc. showed a net profit of $187,891 in the 53-week period ending July 29.

Yates Refuses to Sell Control in Republic Pictures

BEVERLY HILLS, Calif., investment firm of Cantor, Fitzgerald & Co. Thursday announced that Herbert J. Yates had refused the company's $6.3 million offer for his controlling interest in Republic Pictures Corp., Major Hollywood film studio which includes tv film subsidiaries Hollywood Television Service Inc. and Studio City Tv Productions Inc. The firm offer was for $10.50 per share on Mr. Yates' 600,000 shares in Republic. The banking firm's option expires tomorrow (Tuesday).

Although expressing disappointment that the negotiation did not go through, B. Gerald Cantor, president of the investment company, said that in the course of the talks he and Mr. Yates had established an amicable relationship and that Mr. Cantor and his associates would retain their present interest in Republic involving more than $1 million in 4% debentures due June 30, 1965.

Mr. Cantor was optimistic about the appreciation possibilities of television and theatrical securities and said he would seek other investment opportunities in the entertainment field. Meanwhile reports were current in Hollywood last week that Mr. Yates also had turned down a $10 per share offer of another local syndicate but would consider an offer of $12 per share.

Roach Reports Script Fees Rose 25% Above Last Year

HAL ROACH Studios, Culver City, Calif., spent $299,850 for half-hour television scripts during the first half of 1956 in contrast to a total outlay of $164,250 for the like period in 1955, it was disclosed last week by Hal Roach Jr., studio owner-president and executive producer.

"Currently, established script writers are commanding figures for their properties that are five and six times greater than five years ago," Mr. Roach noted. The producer further observed that this year scripting costs are running approximately 25% over 1955 and qualified the trend as consistent with the rise in overall "above-the-line" costs of some 25% with each succeeding year since the start of half-hour television film series.

Last year, according to Mr. Roach, his studios contracted for a total of 247 properties representing a $329,500 script investment. This year's half-way mark of 141 half-hour scripts already has accounted for a near-comparable figure.

Mr. Roach pioneered in negotiations with television writers and literary agents and recalled that in 1948, one year after the Roach studios converted to telefilm production, the average Hollywood asking price for half-hour teleplays was $500. Today, the producer declared, a creditable script averages closer to $2,500.

NBC's Calif. Subsidiary Appoints Ginsburg, Jacobi

APPOINTMENTS of Norman S. Ginsburg as manager of advertising and promotion of California National Productions Inc. and of Frederick Jacobi as manager of publicity for the organization were announced last week by Robert D. Levitt, general manager of the new NBC subsidiary.

Mr. Ginsburg joined NBC-TV Films in May

MR. GINSBURG

MR. JACOBI

of this year and previously had been manager of advertising and promotion for the former DuMont Television Network from 1950-54 and for Studio Films, New York, from 1954-56. Mr. Jacobi served most recently as manager of publicity for NBC-TV Films. He joined NBC's network press department in 1950 and earlier had been with the editorial staffs of *The New Yorker* magazine and Random House (publishing company).

Hollywood Tv Announces New 'Frontier Doctor' Sales

ADDITIONAL national sales by Hollywood Television Service Inc., in midwestern, eastern and southern markets for its new syndicated tv series, *Frontier Doctor*, were announced Thursday by Earl Collins, president. The program of 39 half hours has been sold to Wiedemann Brewing Co., Cincinnati, for Columbus, Dayton and Cincinnati in Ohio, and Indianapolis and Bloomington, Ind. Agency is Tatham-Laird Inc., Chicago.

National Brewing Co. has bought the series for Washington, D. C., with Thiele Sausage Co. signing for Milwaukee. White Provision Co. will sponsor in Atlanta, Ga., and Greenville, S. C., while Kroger Grocery Co. will sponsor in Nashville. KTTV (TV) Los Angeles has purchased the series in that market. *Frontier Doctor* is currently in production with 18 programs completed and another 21 in various stages. Hollywood Television is a subsidiary of Republic Pictures.

Niles Animation Facilities Move to RKO Pathe Studio

COMPLETE cartoon and commercial animation facilities of Fred Niles Films will move into the RKO Pathe Studio in Culver City, Calif., it has been announced by Fred Ahern, RKO supervisor of television operations at the Culver City plant [CLOSED CIRCUIT, Aug. 27].

The Niles Hollywood unit, headed by Chris Peterson, has been housed on the General Service lot since opening for business last year. The move to the RKO Pathe lot was described by Mr. Ahern as accomplishing a two-fold purpose by providing much-needed room for expansion of the Niles unit and making available to RKO-TV, on a priority basis, services and facilities of an animation group for commercial and industrial productions. Live action production for the Niles unit will be accomplished by the RKO organization.

Foreign Sales Announced By ABC Film Syndication

COUPLED with a prediction that 30% of the total revenue of ABC Film syndication "within three to five years" will come from foreign sales, George T. Schupert, ABC Film president, last week announced a series of sales in Great Britain, Italy, Australia and Puerto Rico.

Mr. Schupert reported first sales of the Spanish versions of *Passport to Danger* and *Racket Squad*. Kraft Foods Co., through J. Walter Thompson, has bought *Passport to Danger* for WORA-TV Mayaquez and WKAQ-TV San Juan, both P. R., and WAPA-TV San Juan has purchased *Racket Squad*. Other foreign sales, Mr. Schupert said, were of 26 half-hours of *The Life and Legend of Wyatt Earp* to Association Television Ltd., London; *The Playhouse* to R. A. I., Italy and Assoc. Rediffusion Ltd., London; *Racket Squad to R. A. I.*, and five programs, consisting of 135 hours of film, to Australian Consolidated Press.

Official Films to Distribute 'Camera Inside Russia' Film

OFFICIAL FILMS, New York, announced last week the acquisition of distribution rights to a 90-minute documentary film, titled "Camera Inside Russia," which is described as "a completely uncensored film report on Russia."

Rights to the documentary film were obtained by Official from KTTV (TV) Los Angeles, which financed the program initially for showing in Los Angeles. According to Herman Rush, Official vice president in charge of sales, the film "takes audiences inside the Kremlin walls, into Russian homes, schools, markets . . . and for glimpses of such events as a circus and ballet. . . ." The film, shown on KTTV (TV) and in 10 other markets, will be made available by Official in other cities.

Krantz Moves to Screen Gems

APPOINTMENT of Steve Krantz as home office director of Screen Gems, New York, was announced last week by Ralph M. Cohen, vice president and general manager of the television subsidiary of Columbia Pictures Corp. Mr. Krantz resigned as program manager of WRCA-TV New York to accept the post and has been succeeded at the station by George Heinemann [B•T, Aug. 27]. Mr. Krantz, who assumes his new duties tomorrow (Tuesday), will be responsible at Screen Gems for the development of program material, new sales patterns and the production of individual series.

"It doesn't take gigantic budgets to use Spot-TV successfully,"

HARRY G. SCHIERHOLZ, President of Harry G. Schierholz Company, Chicago, whose accounts include Adolph's Meat Tenderizer, ChunKing Chinese Products, Derby Food Products, The Dromedary Company, The Duffy-Mott Company, Four Fishermen Frozen Fish Products, Knox Gelatine, Larsen's Canned Vegetables, Pream, Sun Kist Canned and Frozen Citrus Juices, Sun Maid Raisins, Sunsweet Dried Fruits and Prune Juice, Uncle Ben's Rice.

says Harry G. Schierholz, Chicago Food Broker, reporting results produced by Station WBKB

Sounds like you're sold on spot, Mr. Schierholz.
I AM—because it sells merchandise, in amazing volume.

Can you cite specific cases?
Gladly. On WBKB, for example, spot schedules helped us show record increases on several items, including Mott's Apple Sauce and Sunsweet Prune Juice.

Mott's Apple Sauce was already an established leader, with substantial volume, wasn't it?
That's right. I even thought we'd just about hit ceiling for this market. But when TV took hold, our sales went up another 16 percent.

You think TV started a lot of new users?
I KNOW it did. What's more, it helped us get more cooperation from stores, improved shelf-position, better display—things that pay off in sales.

What about Sunsweet Prune Juice?
Increased sales on every size. On quarts, we're up over 20 percent, a gain I consider quite significant.

Significant—how?
Because it proves you don't need the gigantic budgets of soap or cigarettes to get substantial gains with the right use of TV.

What does "right use" involve?
Many factors. First, sound judgment by agency and advertiser in picking the vehicle and time. Then WBKB worked closely with us on merchandising and other sales-promotion activities. And personally, I'm pretty proud of my sales force.

The men like television?
Especially a spot schedule where we have some voice on details. When my men feel sure the advertising is right, they hit just that much harder.

For sales building availabilities on these major-market stations...Call **BLAIR-TV**

Television's First Exclusive National Representative

WTVR—Richmond
WDSU-TV—New Orleans
WOW-TV—Omaha
WBNS-TV—Columbus
KING-TV—Seattle-Tacoma
KTTV—Los Angeles
WBKB—Chicago
WXYZ-TV—Detroit
WABT—Birmingham
WFIL-TV—Philadelphia
KVOO-TV—Tulsa
WFLA-TV—Tampa-St. Petersburg
WPRO-TV—Providence
WIIC—Pittsburgh
WNBF-TV—Binghamton
WEWS—Cleveland
WCPO-TV—Cincinnati
WMCT—Memphis
KFRE—Fresno
KGO-TV—San Francisco
WABC-TV—New York

Offices: NEW YORK TEmpleton 8-5800 • BOSTON HUbbard 2-3163 • CHICAGO SUperior 7-5580 • DALLAS Riverside 4228 • DETROIT WOod'rd 1-6030 • JACKSONVILLE Elgin 6-5770 • LOS ANGELES DUnkirk 1-3811 • ST. LOUIS CHestnut 1-5688 • SAN FRANCISCO YUkon 2-7068 • SEATTLE Elliott 6270

LAWYERS EYEING CHANGES IN CANON 35

Dallas convention last week gave increasing evidence that American Bar Assn. will relax its ban on broadcast coverage of actions in the courts.

THE pre-electronic ban of American Bar Assn. against radio-tv coverage of court trials appears on the way out, judging by developments at last week's ABA convention in Dallas.

New signs appeared that ABA will revise its Canon 35 prohibition against microphone and camera reporting of court trials appeared, topped by a prediction from Richard P. Tinkham, chairman of ABA's Public Relations Committee. The canons serve as a code of professional ethics.

In an interview late Thursday, Mr. Tinkham said the association may overhaul Canon 35 next year. A special committee studying the problem, he said, is expected to recommend deletion of language stating that broadcasts and photography in courtrooms tend to "distract the witness and degrade the court . . . and should not be permitted."

Reporting to ABA's House of Delegates, Mr. Tinkham asked media and attorneys to be patient. "Hasty or ill-considered action in dealing with the subject could lead to a public revulsion harmful to press as well as courts," he said. "Some members of the media believe they are being deprived of their moral and constitutional rights in jurisdictions where Canon 35 is observed." He said in his interview that relaxation of Canon 35 would not automatically throw courtrooms open to radio-tv or still camera coverage but merely ease the ban.

Three broadcasters represented NARTB and the industry at the convention—Judge Justin Miller, NARTB advisor and longtime advocate of modernized court coverage; Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NARTB Freedom of Information Committee, and Joseph A. McDonald, NBC treasurer.

Addressing a dinner session, Mr. McDonald said he believed that before long television "will be generally accepted as the normal counterpart of, and improvement upon, today's good newspaper and good magazine coverage of important proceedings."

Since the 1955 ABA convention in Philadelphia, when Judge Miller directed a dramatic demonstration of the inconspicuous way court trials can be covered by radio-tv [B•T, Aug. 29, 1955], important progress has been recorded on behalf of electronic media. Principal development was the Colorado Supreme Court removal of Canon 35 bans [B•T, Feb. 6, et seq] plus local relaxation of rules by the courts.

Coverage of court trials by radio-tv and still cameras is the most effective deterrent to crime and aid to law enforcement, the ABA's Criminal Law Section was told Wednesday.

Judge Dwight L. McCormack, of the Texas District Criminal Court, permits broadcasts from his courtroom, he told the convention. He was taking part in a discussion of the effect appellate court decisions have on police activity and law enforcement.

Police are hampered most by the public, Judge McCormack said, with children taught to be afraid of the man in uniform. "Publicity showing the results of a trial is the most effective deterrent," he said. "Who objects to publicity? I have never had an objection from the defense, prosecution or jury. The only one who could object is the judge. Why should the judge object unless it is to cover up inefficiences and deficiencies on his part? The judge must know the law and be brave enough to enforce it."

David F. Maxwell, incoming ABA president, said "considerable pressure" has been placed on the association for revision of Canon 35. He added, during an interview, that lawyers and courts are charged with making certain every person gets a fair trial.

In commenting on a survey of the canons being made by the special ABA committee directed by Judge Philbrick McCoy, of Los Angeles, Mr. Maxwell said Canon 35 will be reviewed "in the light of scientific improvements" that would allow courtroom coverage and still maintain the dignity of the courts.

Victor R. Hansen, U. S. Assistant Attorney General, told ABA's Section on Judicial Administration the recent antitrust proceeding against RCA strikes down that company's "limitations on patent licensing" and added the action "may do much to encourage research in that area of electronic endeavor so vital to our national welfare and defense."

NARTB President Names Two Standing Committees

TWO standing committees were named last week by NARTB President Harold E. Fellows. They follow:

Freedom of Information—Robert D. Swezey, WDSU-TV New Orleans, chairman, (reappointment); Edward F. Baughn, WPAG Ann Arbor, Mich.; Joseph L. Brechner, WGAY Silver Spring, Md.; Richard O. Dunning, KHQ-TV Spokane, Wash.; Harold Essex, WSJS-TV Winston-Salem, N. C.; Henry H. Fletcher, KSEI Pocatello, Idaho; Frank Fogarty, WOW-TV Omaha; John S. Hayes, WTOP Washington; Joseph Herold, KBTV (TV) Denver; Daniel Kops, WAVZ New Haven, Conn.; H. William Koster, WEAN Providence; Robert L. Pratt, KGGF Coffeyville, Kan.; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Victor A. Sholis, WHAS-TV Louisville, and P. A. Sugg, WTVT (TV) Tampa, Fla.

The committee will meet Sept. 13 at the Waldorf-Astoria Hotel, New York.

Fm Radio Committee—Edward A. Wheeler, WEAW-FM Evanston, Ill., chairman: Donald K. deNeuf, Rural Radio Network, Ithaca, N. Y.; Raymond S. Green, WFLN-FM Philadelphia; Merrill Lindsay, WSOY-FM Decatur, Ill.; Fred Rabell, KSON-FM San Diego, Calif.; Ben Strouse, WWDC-FM Washington; George J. Volger, KWPC-FM Muscatine, Iowa.

Christian Named President Of Georgia Broadcasters

L. H. CRISTIAN, WRFC Athens, Ga., was elected president of Georgia Assn. of Broadcasters at the Aug. 26-28 meeting held at King & Prince Hotel, St. Simons Island. He succeeds Glenn C. Jackson, WAGA-TV Atlanta.

Other new officers are W. Newton Morris, WMLT Dublin, first vice president, and John W. Jacobs Jr., WDUN Gainesville, second vice president. Board members are Mr. Jackson; Frank Gaither, WSB Atlanta; Miles Ferguson, WDAK Columbus, and Ralph N. Edwards, WWGS Tipton. Over 125 were registered at the meeting.

Arthur Schofield, newly elected advertising-sales promotion vice president of Storer Broadcasting Co., urged GAB members to step up their promotional activities. Speaking on the topic, "Two-thirds of Promotion Is Motion," he listed five "poisons" in the promotional field. These are: Belief a lot of money must be spent; promotion money is out-of-pocket expense; danger of getting in a rut; pernicious inertia, and the belief that "my station is different."

Mr. Schofield said the basic factors motivating sales haven't changed. He urged broadcasters not to confuse showmanship with "show-offmanship" and suggested doing simple things in an attractive and compelling way. Adapt rather than copy ideas, he advised.

Jerome Feniger, vice president of Cunningham & Walsh, called on broadcasters to provide more basic data on their areas, including "who listens and when" and cost-per-1,000. The quantity story of broadcasting is known, he said, but the quality story needs stressing.

Calling for community identity of stations, he added that stations should not become so overcommercial that the copy doesn't impress listeners. He suggested contacting brokers and manufacturers representatives as a means of influencing sponsors. Other tips—keep facts

Stations Get NARTB Kits For Use During Tv Week

COMPLETE KIT of material to be used by tv stations and networks during National Television Week, Sept. 23-29, was sent Wednesday by NARTB to all stations and networks in the country. It includes background information, announcement copy, visual aids and program material.

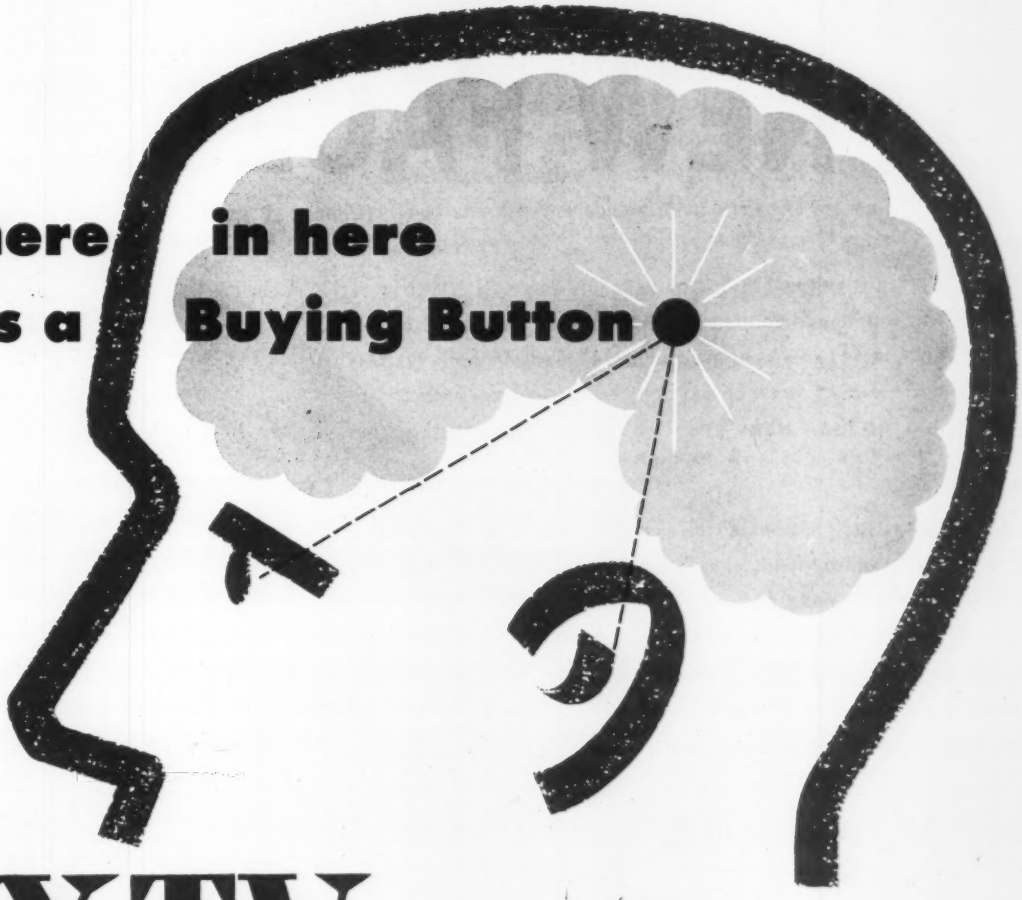
A slide of the Tv Week symbol is included (see photo). Sample news releases summarize tv technical developments, give data on tv's impact and discuss program plans for the season. Newspaper mats contain the symbol and can be used in station or sponsor advertisements.

Typical comments by national leaders on tv and its service are provided for use in local programs, quiz features or forum discussions. A 20-page booklet, "How to Use Television," advises families how to get the most out of the medium and shows how tv can lead viewers into new interests and activities.

Staff officials and personnel are given an outline for a speech on the American system of broadcasting plus tips for promotion activities.

Co-sponsoring National Television Week are Radio-Electronics-Tv Mfrs. Assn., Television Bureau of Advertising and National Appliance & Radio-Tv Dealers Assn.

THIS official symbol of National Television Week (Sept. 23-29) was presented to NARTB President Harold E. Fellows (center) by Joseph M. Sitrick (r), NARTB publicity-information manager, and Dan W. Shields, assistant to the tv vice president.



Somewhere in here there's a Buying Button

WKY-TV SETS IT OFF for you!

After you've looked at the ratings, (which, as always, show us first in our 30-county primary area) give a thought to cash register response to your commercial message.

We've been pressing the "buying buttons" of Oklahomans for over thirty years. WKY was Oklahoma's first radio station in 1920 — WKY-TV Oklahoma's first TV outlet in 1949.

This leadership . . . community service . . . becoming a part of family circles . . . results in our influence on decision. Decision to *buy!*

You don't have to ring doorbells when you advertise with us. Folks gave us their house keys years ago!

Channel 4
© WKY-TV NBC ABC
THE NATION'S *FIRST* COLOR TELEVISION STATION
OKLAHOMA CITY

Owned and Operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY Radio
WSFA-TV, Montgomery, Ala.
Represented by THE KATZ AGENCY, INC.

"NEW FACES ON THE

E NATIONAL SCENE"

"The National Broadcasting Company will not soon forget the conventions; within the trade at least it emerged as the major winner. The factor of novelty helped NBC; in its two anchor men, Chet Huntley and David Brinkley, it had comparatively new faces on the national scene. As personalities they clicked . . .

"First with Mr. Brinkley and then with Mr. Huntley the NBC network injected the much-needed note of humor in commentary. Pompousness in commentary on TV has been a problem for a very long time; NBC moved away from it and reaped the benefits." **JACK GOULD,**
New York Times—Sunday, August 26, 1956

". . . NBC has equalled and sometimes surpassed the punch and footwork of the better-knowns. This is chiefly thanks to the triumvirate of Chet Huntley, David Brinkley, and Bill Henry, whom NBC has kept locked in the smokehouse long enough. Any one of them could handle a daily network news program. Brinkley, the least experienced, is the 'discovery' of the convention . . ." **CHARLES MERCER,**
Associated Press —Friday, August 17, 1956

"NBC's able Chet Huntley and young (36) deadpan David Brinkley . . . this year teamed up for the first time to add zest and drollery – a rare convention commodity – to the otherwise dull goings-on." **TIME**—*August 27, 1956*

"A few bright spots of the TV coverage: . . . NBC reporter David Brinkley's wry and terse comments . . ." **NEWSWEEK**
—August 27, 1956

". . . this year NBC's Chet Huntley and especially David Brinkley, with his dry wit, figure to emerge with new prestige." **VARIETY**—*August 22, 1956*

". . . NBC-TV's coverage of the convention immeasurably superior, so far, to that of the other two networks . . ."
BURTON RASCOE,
Syndicated Columnist —Thursday, August 23, 1956

David Brinkley, Chet Huntley, and the entire NBC team of top newsmen will be together again in November when the cameras focus on the national election.

NBC TELEVISION
a service of RCA

uptodate; use realistic rate cards, including mention of quantity discounts; allow continuing discounts; give 2% cash discount.

Howard H. Bell, NARTB assistant to the president and state association coordinator, cited the growing Washington pressures on the industry and the need for industry viligance in maintaining freedom of information.

A. B. Letson, WCNH Quincy and WMOP Ocala, both in Florida, described ways of operating small-market photos.

Public Program Test Set

FIRST large scale review of tv programs nationally over continuous 12-hour period will be undertaken Sept. 2 by the National Audience Board. NAB's reviewing committees are distributing between 20,000 and 60,000 forms for public evaluation of programming.

CHURCH RESOLUTION DRAWS NEW ATTACK

Hughes joins Fellows in criticism of policy statement of Churches of Christ on broadcasters' obligations regarding religious programming.

AN ADVISORY policy statement on religious broadcasting, issued by the National Council of the Churches of Christ in the U. S. A., brought a strong reaction from a broadcaster, Jerry S. Hughes, program director of KMLW Marlin, Tex.

President Harold E. Fellows of NARTB had voiced objection to the policy, drawn up by the council's Broadcasting & Film Commission, in a letter to the Rev. S. Franklin Mack, the council's executive director [B•T, Aug. 27].

The policy statement told broadcasters they have "an obligation to provide adequate time and facilities for the broadcasting of religious programs as a public service," referring to FCC license provisions, and added it was sending its statement to FCC and Congressional committees. Broadcasters were told it is their responsibility "to make a substantial provision of facilities and desirable broadcast time free as a public service" for church programs.

NARTB's Tv Code language was cited in the statement. (The code describes religious programs as part of a well-balanced program schedule and says a charge for religious time "is not recommended.") The policy statement of the religious council opposes sale or purchase of time for religious broadcasts, urging its membership "to exercise their influence in support of this position by discouraging the practice." It calls on stations and networks "to give due consideration to the strength and representative character of the councils of churches, local and national." It holds paid-for religious programs in all or a major part of the time alloted for religious broadcasts "cannot be considered an adequate discharge of the public service obligation to religion by a network or a station."

The statement said scheduling of sustaining religious programs "only in marginal or unsalable time is not in the best public interest."

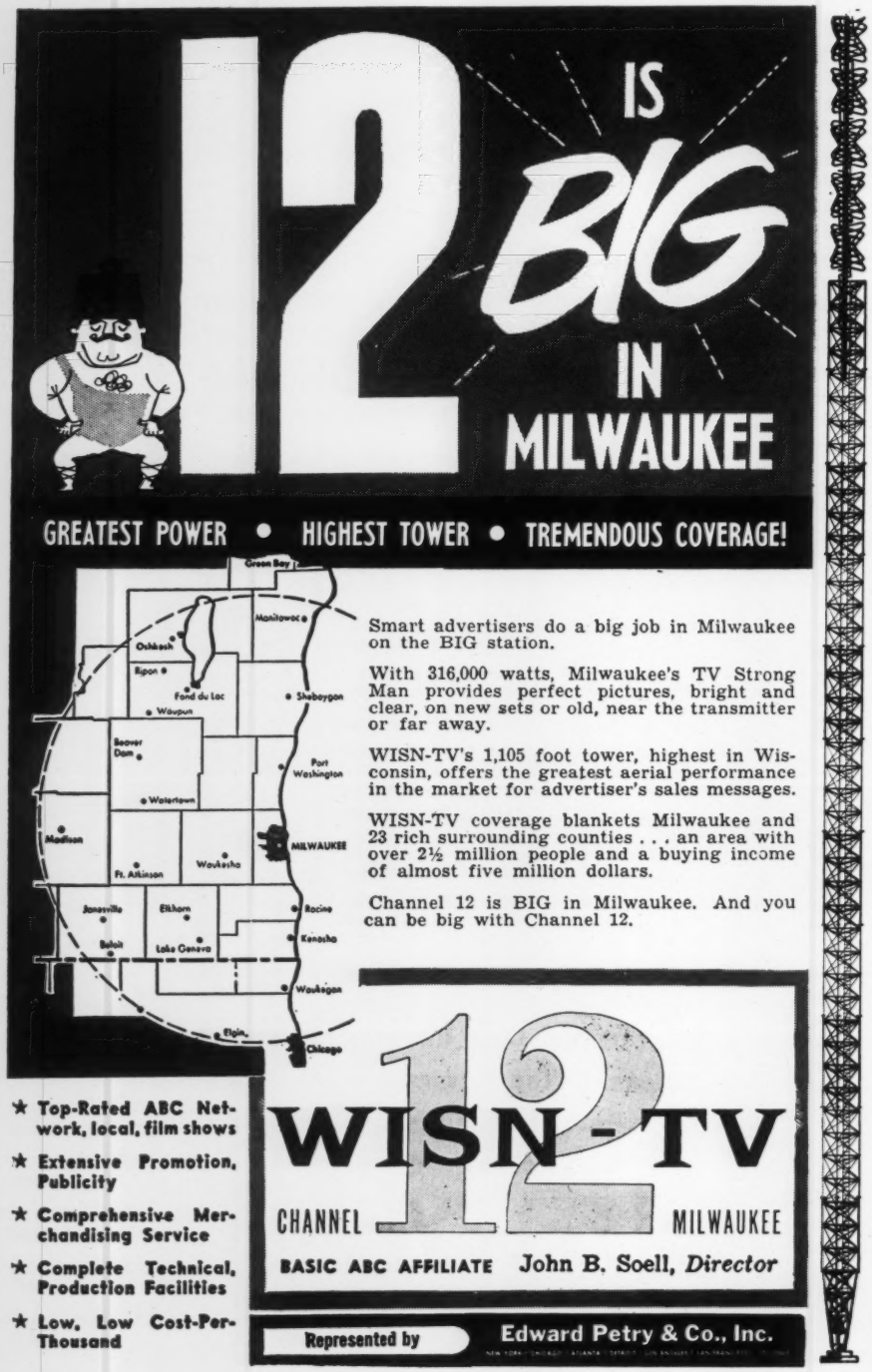
The Hughes Letter

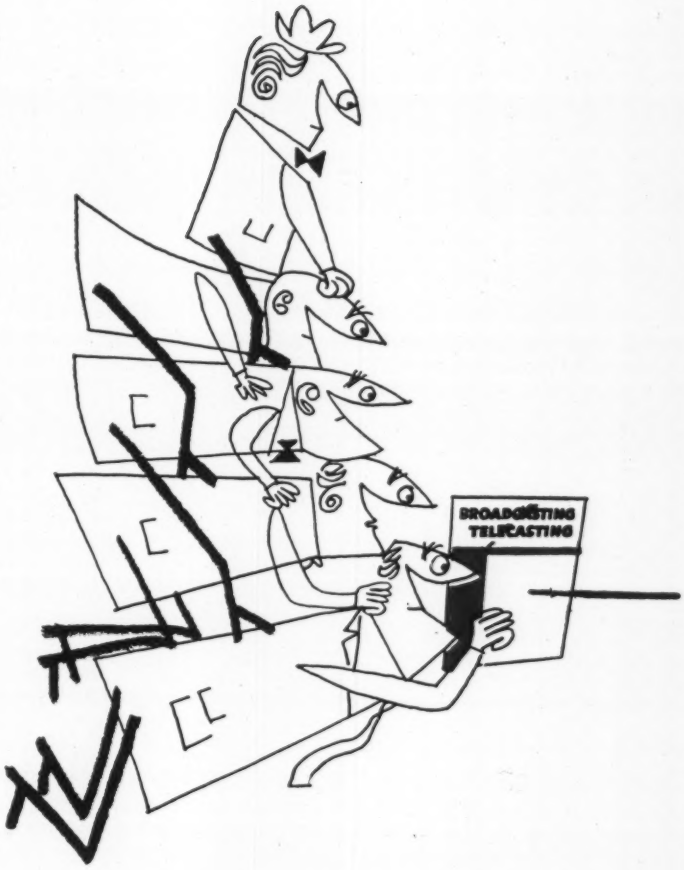
Mr. Hughes' letter to the Rev. Mack follows in part:

"This will acknowledge receipt of your letter of Aug. 10, and of the accompanying resolution adopted by the council. . . . In all fairness, I simply believe that you, the members of the Broadcasting & Film Commission, made a colossal blunder by adopting a resolution the very nature of which proves you don't know what you're talking about. . . .

"I must point to a portion of your letter that I find almost offensive. The statement approved by the council is described as 'a very restrained one, in that it does not "condemn," "oppose," or brand as "wrong" commercial broadcasting or the sale of time for religious broadcasts.' In the first place, the resolution is not restrained. It goes just as far as any advisory group could possibly go without openly demanding free broadcast time. Secondly, I resent that the council disclaims any intention to 'condemn,' 'oppose,' or 'brand as wrong' the sale of time for religious broadcasts. True, the words do not do any of these things. Their *meaning* does. Rather than incur the unshackled wrath of the entire broadcast industry, the council has phrased a left-handed indictment in terms of flowery politeness and delivered it with a smile of benevolent patronage.

"Now to the resolution itself. . . . It is a wholesale indictment of present broadcasting practices, rather than a wise and constructive effort toward better religious broadcasting. Every conscientious broadcaster, and there are many, will readily admit that there are numerous cases of poor taste and even some mishandling of religious broadcasts. There are some stations which refuse to make *any* free time available; there are others which will not even *sell* time for religious purposes, and still others that permit unethical and even unscrupulous practices of paid programs. The council ignored these practices, in which the majority of broad-


12 IS BIG IN MILWAUKEE
GREATEST POWER • HIGHEST TOWER • TREMENDOUS COVERAGE!
Green Bay
Manitowoc
Oshkosh
Ripon
Fond du Lac
Sheboygan
Waupun
Beaver Dam
Port Washington
Watertown
Madison
MILWAUKEE
Ft. Atkinson
Waukesha
Janesville
Elkhorn
Racine
Beloit
Lake Geneva
Kenosha
Waukegan
Elgin
Chicago
Smart advertisers do a big job in Milwaukee on the BIG station.
With 316,000 watts, Milwaukee's TV Strong Man provides perfect pictures, bright and clear, on new sets or old, near the transmitter or far away.
WISN-TV's 1,105 foot tower, highest in Wisconsin, offers the greatest aerial performance in the market for advertiser's sales messages.
WISN-TV coverage blankets Milwaukee and 23 rich surrounding counties . . . an area with over 2½ million people and a buying income of almost five million dollars.
Channel 12 is BIG in Milwaukee. And you can be big with Channel 12.
★ Top-Rated ABC Network, local, film shows
★ Extensive Promotion, Publicity
★ Comprehensive Merchandising Service
★ Complete Technical, Production Facilities
★ Low, Low Cost-Per-Thousand
WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE John B. Soell, Director
Represented by Edward Petry & Co., Inc.



77,440

READERS

every week!

that's why B•T
is the Best
Advertising Value
in the radio and
television field . . .

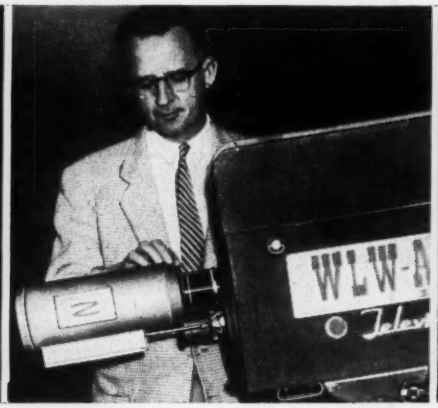
(ARB Study, April 1956)

This is the NEW Universal Zoomar at the Democratic and

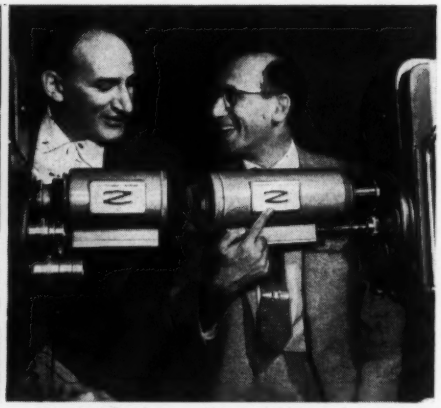
SPEED: F:3/9
ZOOM RANGE: 2½ to 16 INCHES.
WEIGHT: TEN POUNDS.
LENGTH: FOURTEEN INCHES.
COLOR BALANCED AND CORRECTED FOR MONOCHROME AND COLOR.
WILL CONVERT TO ALL AMERICAN ORTHICON CAMERAS.
THIS LENS DOES NOT TIE UP A CAMERA... CAN BE PUT ON OR TAKEN OFF IN LESS THAN A MINUTE.

THIS LENS IS THE ANSWER TO MOST OF YOUR PRODUCTION PROBLEMS—STUDIO AND REMOTE

Roberto Kenny, Chief of Production, XEW, Mexico City, and Dr. Frank G. Back, preceding XEW spectacular.



Harvey J. Aderhold, Chief Engineer, WLW-A, Atlanta, Georgia, the first station to take delivery on a UNIVERSAL ZOOMAR.



Lionel Wittenberg and Dr. Frank G. Back, inventor of the STUDIO ZOOMAR and UNIVERSAL ZOOMAR LENSES, at Station WISN-TV, Milwaukee.

ALREADY IN USE BY:

NBC Network
WLW-A, Atlanta, Georgia, Harvey J. Aderhold, Chief Engineer
WCPO, Cincinnati, Ohio, Paul Adams, Chief Engineer
WISN, Milwaukee, Wisconsin, Lionel Wittenberg, Chief Engineer
WLW-T, Cincinnati, Ohio, Howard Lepple, Chief Engineer
WITN, Washington, North Carolina, Hal Wilson, Operations Director
KUTV, Salt Lake City, Utah, Herbert Holtshauser, Chief Engineer
Radio and Television, Department of Education, Hato Rey, Puerto Rico, Don Rafael Delgado Marquez, Manager.

r Lens that STOLE THE SHOW
d Republican Conventions

THE NEW *Universal* ZOOMAR

We are now accepting orders for UNIVERSAL ZOOMARS and can make delivery soon. The UNIVERSAL ZOOMAR is similar in appearance to the STUDIO ZOOMAR. This lens is a great contribution to the color camera. Imagine a ZOOMAR LENS with a speed of F:3/9 and zoom range of 2½ to 16 inches!

You have seen its studio use on leading network participation shows where they pan and zoom from stage to audience. It has speed and range for any show where only one camera is used, such as church services, boxing, wrestling, bullfights, bowling, etc.

HARVEY J. ADERHOLD, CHIEF ENGINEER, WLW-A, ATLANTA, writes:
"As for night baseball, it's just wonderful. We are able to carry over two-thirds of the action on the camera that is equipped with the UNIVERSAL ZOOMAR LENS. It is easy to handle and gets wonderful pictures under various lighting conditions.

LIONEL WITTENBERG, CHIEF ENGINEER OF WISN-TV, MILWAUKEE, writes:
"We have used it for both night and day baseball games with good success. It is the first lens of its type that has been satisfactory for night games in the Braves ball park. We have used the lens for wrestling and bowling remotes where we were working with extremely low light levels. Up to the present we have been able to produce good pictures with our ZOOMAR LENS in any installation where they were obtainable with standard lenses."

HAL WILSON, DIRECTOR OF OPERATIONS, WITN, WASHINGTON, NORTH CAROLINA:
"We find its effectiveness equal for both indoor and outdoor work. Personally, I sometimes wonder how we got along without it in the past."

HOWARD LEPPLE, CHIEF ENGINEER, WLW-T, CINCINNATI:
"It's the finest lens we have."

STUDIO ZOOMAR

More than 130 STUDIO ZOOMARS are now used by television stations in the United States, all Italian Government television stations, all Canadian Broadcasting Company stations, all stations in Japan, also stations in the Philippines, Mexico, Cuba, Venezuela, and Puerto Rico.

STUDIO ZOOMAR zooms from 2½ to 7 inches.
Speed of F:2/8.
Twelve inches long.
Weight six pounds.
Color balanced and corrected.
Suitable for both monochrome and color.
Can be removed from camera to camera in less than a minute.
No camera need be tied up with the STUDIO ZOOMAR LENS.
THIS IS THE ACCEPTED LENS FOR COLOR.

Stations with color everywhere acclaim the STUDIO ZOOMAR because of its light weight, speed, and flexibility. Stations with the STUDIO ZOOMAR say it pays for itself many times over each year.

You may purchase these lenses from your RCA, GE, or DuMont representative
For demonstration and further information, contact
JACK A. PEGLER, President

TELEVISION ZOOMAR CORPORATION

500 Fifth Avenue, New York 36, New York • BR 9-5835

casters would cooperate to improve. The council did not ask all stations to provide *some amount* of free time; nor were station managers asked to cooperate in curbing the activities of 'religious hucksters,' as *Time* magazine calls them. Instead, the Council stuck a clerical finger into a highly specialized field and probed for the wrong malady. . . .

"Here at KMLW, free time is made available every day in the form of the *Morning Devotional* program. It is available to every minister of every faith, and is assigned six days at a time on a rotating basis in accordance with each minister's convenience. All other religious time on KMLW is arranged commercially. I could comply with the council's demands by cancelling all of the commercial programs and retaining only the one free program per day. That would meet the resolution's requirements to the letter. But it also would deprive our listeners of seven other religious programs *because* KMLW simply cannot afford to give away enough time for all churches to be heard *regularly* and *adequately*. Thus, we are faced with two alternatives: to give away what we can and sell the rest, or to give away what we can and cancel the rest. Which would you have us do? . . .

"On the basis of the 'service to the community' angle, the council asks radio stations to divert commercial time into non-commercial periods. There is more involved here than merely giving free time and/or sacrificing revenue. There is involved a basic point of radio programming. If religious broadcasts were scheduled as the resolution suggests, 'at times when substantial audiences are available,' meaning premium times, radio would serve no purpose except to drive its listeners to another station or to television.

"Radio depends for its very life upon the masses of people, not upon the few. And the masses simply do not want religious programs at premium times of the day. This is not good, but it's true. You don't like it, and I don't. But if it were not true, then George Beverly Shea would sell more phonograph records than Elvis Presley; more people would be in church on Sunday morning than in taverns drinking beer on Saturday night. Religious programs require skillful handling in order to be effective. There is no such thing as a captive audience in radio.

"Radio program directors know that once a station changes from one type of program to another, it loses X number of listeners. That is to be expected. We also know that it takes about one hour to regain that same number of listeners. These are facts that program directors work with every day in deciding when to change from pop music to country music, or from polkas to classical programs. The council, however, ignores the fact that television has made *all* daytime radio time valuable. The council asks radio stations to give *not only* the broadcast time free, but to give it at a time which will cost the station *another* valuable hour's listeners. . . .

"Churches are entitled to some free air time, and the amount should be as generous as stations can make it. If you will approach radio people with a genuine desire to improve religious broadcasting, I am sure you will find most of them cooperative and anxious to help. I think you'll even discover that they know what they're doing. Continue the way you're going, however, and you'll find it hard to get inside the door of any radio station without a check in your hand. . . ."

Kenneth D. Fry, WHCC Waynesville, N. C., wrote Mr. Mack the station has a daily quarter-hour devotion, with ministers chosen in rotation, on a free basis; a Sunday afternoon half-hour recorded program from Protestant Radio & Tv Center of Atlanta in Class A time; Sunday morning services rotated among four local churches which pay for circuits and station expenses, and a weekly Catholic program.

In addition, he said, time is sold to individual churches early Sunday morning and at some periods during the week. These programs are in great demand in the South, he said, but if provided free the station would feel obligated to give similar time to all ministers and churches. Time is not for sale to religious groups except at the specified periods since there are heavy demands and the station is obligated to maintain a balance of programming, he added.

Mr. Fry concluded, "If, as your council suggests, churches are urged not to purchase time, then this station cannot afford to make free time available."

AAAA Planning Committee Named for Research Workshop

NAMES of the planning committee for the research workshop of the 1956 eastern annual conference of the American Assn. of Advertising Agencies, to be held in New York Nov. 27-28, were announced last week by Adolph J. Toigo of Lennen & Newell, New York, Chairman of the AAAA's eastern region.

The chairman of the planning committee is Ben Gedalecia of BBDO, New York. Members are J. W. Daisey of VanSant, Dugdale & Co., Baltimore; William C. Davis of Fuller & Smith & Ross, New York; Henry Halpern of MacManus, John & Adams, New York; George E. O'Connor of Geare-Marston, Philadelphia; Christopher A. Sante of Lennen & Newell, New York, and Robert E. Stark of Young & Rubicam, New York.

RAB Nominators to Meet

FIRST meeting of Radio Advertising Bureau's nominating committee to choose a slate of officers for 1957 will be held Sept. 18 at New York's Waldorf-Astoria Hotel, Ward D. Ingrim, general manager of Don Lee Broadcasting System and chairman of the committee, announced last week. Current RAB officers are Joseph E. Baudino of Westinghouse Broadcasting Co., now in his second term as chairman; Kevin B. Sweeney, president (who is under contract extending to 1961); William B. McGrath, WHDH Boston, secretary; Donald W. Thornburgh, WCAU Philadelphia, treasurer; John F. Hardesty, vice president and general manager, and William L. Morison, assistant secretary-treasurer.

Hosts at NARTB Meetings

HOST directors for the eight NARTB regional conferences starting Sept. 17 are as follows (typographical error in Aug. 27 B•T erroneously listed the Indianapolis and Birmingham meetings): Minneapolis, Sept. 17-18, F. E. Fitzsimonds, KFYR Bismarck, N. D.; Salt Lake City, Sept. 20-21, William C. Grove, KFBC Cheyenne, Wyo.; San Francisco, Sept. 24-25, William D. Pabst, KFRC San Francisco; Oklahoma City, Sept. 27-28, Robert L. Pratt, KGGF Coffeyville, Kan.; Washington, Oct. 11-12, George H. Clinton, WPAR Parkersburg, W. Va.; Boston, Oct. 15-16, Herbert L. Krueger, WTAG Worcester, Mass.; Indianapolis, Oct. 18-19, Edward F. Baughn, WPAG Ann Arbor, Mich.; Birmingham, Oct. 25-26, Owen F. Uridge, WCKR Miami, Fla.

RAB Expects Income Of $800,000 by Nov. 1

RADIO Advertising Bureau expects its income to rise to $800,000 a year on or about Nov. 1, the organization reported last week. RAB also noted that during August alone it had signed an additional 29 members.

The $800,000 figure will be reached ahead of schedule, RAB President Kevin B. Sweeney said, adding that "our rising income will permit us to undertake projects this year and early next year that we had only hoped to be able to do in late 1957."

At the time of RAB's initial founding in March 1951 (then called Broadcast Advertising Bureau), its yearly income was $100,000. Since that time—BAB became RAB in January 1955—income and membership have increased steadily.

SCAAA Enlarges to Embrace Agencies of Western States

ENLARGEMENT of Southern California Advertising Agencies Assn. to Western States Advertising Agencies Assn. and plans to form chapters throughout the 11 western states were announced last week by James Christopher, president of the Los Angeles advertising agency of Hill & Christopher and president of SCAAA and its successor WSAAA.

Alton T. Barnard, formerly vice president in charge of sales for Cliquot Club beverages, has been named managing director of the newly enlarged association, Mr. Christopher said. He will headquarter in Los Angeles. Martha Jeffres continues as executive secretary. Initial new chapters will be organized in San Diego and San Francisco.

SMPTE Fellows Approved

APPROVAL of 16 members of the Society of Motion Picture and Television Engineers as SMPTE fellows has been announced by John G. Frayne, president. Award certificates will be presented Oct. 9 during the society's 80th convention at Los Angeles' Ambassador Hotel. Newly-named fellows: Willy Borberg, General Precision Labs; Jasper S. Chandler, Eastman Kodak research engineer; John W. DuVall, E. I. Du Pont de Nemours; Edward Furer, Producers Service Co.'s president; Edouard P. Genock, Eastman Kodak television programming manager; Herman M. Gurin, NBC engineer; Wilton R. Holm, E. I. Du Pont technical associate; Robert G. Hufford, Eastman Kodak physicist; Fred Hynes, Todd-A-O director of sound; Warren R. Isom, RCA Victor development engineer; Walter I. Kisner, Eastman Kodak's motion picture film department; Frank L. Marx, ABC's vice president of engineering; John B. McCullough, Motion Picture Assn. of America; Richard O. Painter, General Motors; Michael Rettinger, RCA acoustic engineer, and John G. Streiffert, Eastman Kodak research labs physicist.

GAX Convention Oct. 18-20

THE biennial national convention of Gamma Alpha Chi, national professional advertising fraternity for women, will be held Oct. 18-20 at the U. of Illinois, Urbana. Claire Drew Forbes, national president and head of her own advertising agency in Santa Barbara, Calif., will preside. "Future in Advertising" will be the theme of the meetings.

WOODLAND-TV is BIG territory!

A mighty big spoonful . . . you bet! It's the 410-million dollar helping of food this husky, fast-growing market is currently putting on its tables. So come over and try the fare. We'll spoon up a generous share for your product. Western Michigan . . . now the country's 18th television market . . . is YOURS when you buy WOOD-TV, Grand Rapids' only television station. Ask to see our menu.

WOOD-TV

WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

CBS STAFF DOCUMENTS, FCC ANSWERS PUBLISHED BY EVINS SUBCOMMITTEE

House unit's hearing record on probe into alleged network, industry influence on Commission contains eight samples of papers subpoenaed from network. FCC answered 14 of 20-part questionnaire submitted by subcommittee. CBS spokesman labels action of Congressional group "outrageous, inexcusable and novel."

SAMPLES of documents subpoenaed last March from CBS files and FCC answers to a congressional questionnaire were revealed Tuesday with publication by the House Small Business Committee's Evins Subcommittee of its hearing record.

The CBS documents, the FCC answers to the questionnaire and other material were entered into the hearing record July 20 at a meeting attended only by Rep. Joe L. Evins (D-Tenn.), chairman, Rep. William M. McCulloch (R-Ohio), ranking Republican, and staff members.

The eight CBS documents were selected by the subcommittee from thousands subpoenaed from CBS Inc. and RCA-NBC during the subcommittee's two-day hearing in March [B•T, March 26]. The material from the FCC was furnished by the Commission in answering a 20-part questionnaire sent to the FCC by the House group Dec. 21, 1955.

Last week a CBS spokesman, who declined to be identified, denounced the subcommittee's procedure in publishing the documents as "outrageous, inexcusable and novel" in that it takes eight documents out of a total of 8,000-12,000 and publishes them in the guise of a "hearing" when in fact there has been no hearing on them. The spokesman added that CBS was not notified that the documents were being published and thus has had no opportunity to present evidence in its own behalf.

Subpoenaing of the CBS and RCA-NBC documents and quizzing of the FCC were carried out as part of the Evins Subcommittee's probe of alleged network and other industry influence on FCC decisions. Industry witnesses appeared before the subcommittee in its two-day session in March. The FCC had understood it was to be called for testimony, too, but no additional hearings were held. The House group plans to issue a report later on its findings.

Others Heard From

Besides the subpoenaed material and the FCC answers, the hearing record last week also included letters or statements critical of the tv networks or the FCC from Melville Terwilliger, Hollywood, Calif., who describes himself as a "research scientist"; Zenith Radio Corp.; J. W. Martin, head of J. W. Martin Inc. advertising agency, Milwaukee; Jack S. Younts, president, Daytime Broadcasters Assn.; Community Broadcasters Assn., and Uhf Industry Coordinating Committee. The House group also incorporated references to the report, "The Network Monopoly," by Sen. John W. Bricker (R-Ohio) [B•T, April 30], and to several parts of testimony offered at hearings during the 84th Congress by the Senate Commerce Committee and the House Antitrust Subcommittee.

The CBS documents range in dates from March 13, 1953, to Nov. 29, 1955, and are summarized as follows:

1. Aug. 13, 1954: Record of telephone conversation between FCC Comr. Robert E. Lee and CBS Inc. President Frank Stanton in which Comr. Lee reportedly told Dr. Stanton that the network's "Chicago deal" is "pretty solid," and "you have nothing to worry about." "On Milwaukee, I am not in a good position to advise you. . . . No matter what you did there, I am sure it would not reflect on the Chicago deal. . . . As a matter of fact, you have got some time on the Milwaukee business. I doubt if that multiple ownership stuff will go through for a couple of months. . . ."

(Comr. Lee said Friday there was "nothing improper" in his 1954 telephone conversation with Dr. Stanton. He said the statement taken from CBS files was not a literal transcript, but represented something written out by Dr. Stanton—apparently as an office memorandum.)

(Dr. Stanton called him, Comr. Lee said, to ask if he thought CBS' planned purchase of WOKY-TV Milwaukee [ch. 19] would prejudice the CBS contest with Zenith Radio Corp. in Chicago for ch. 2. Comr. Lee said he told Dr. Stanton that in his opinion he did not believe the question of duopoly or overlap would arise if CBS went ahead in Milwaukee. CBS bought WOKY-TV a few weeks later [B•T, Oct. 25, 1954], afterward changing call letters to the present WXIX-TV.)

(In Chicago, CBS had bought the facilities of the then WBKB [TV] [then ch. 4] from ABC in 1953. FCC moved the facility to ch. 2, for which Zenith had a pending application. Zenith later withdrew from the contest for ch. 2 [now WBBM-TV] after an agreement wherein CBS bought Zenith's ch. 2 transmitter and other equipment plus other considerations and Zenith bought certain time on CBS-TV as a participant on *Omnibus* under a special arrangement [B•T, Oct. 25, 1954].)

2. Nov. 29, 1955: Alleged report by CBS Washington Vice President Ralph Hardy to Dr. Stanton on conferences by "WSP" (presumably CBS Board Chairman William S. Paley) with four FCC members and planned talks with two more, with Mr. Paley telling one commissioner he was "very disturbed about our notice on radio and the dissent on our tv renewal" (in Chicago).

3. Aug. 9, 1953: Memo to CBS Inc. Vice President Richard Salant from Dr. Stanton reporting that then CBS Vice President Earl Gammons had conferred with three FCC members and had been told the FCC probably would not authorize compatible color before the end of 1953.

4. March 13, 1953: Memo to Dr. Stanton from Mr. Salant saying then Comr. E. M. Webster had told Mr. Gammons he had "little faith in the new NTSC-RCA system and didn't believe it would prove out," but that the FCC, because of "pressures," would be forced to hold hearings in the event of a petition by "RCA or anybody else."

5. Aug. 31, 1954: Letter from Hart Cowperthwait, chief of FCC's Rules & Standards Division, to Stuart V. Willson, president of Northern States Power Co., Eau Claire, Wis., thanking Mr. Willson for his help (not described) in "making a strong showing," which Mr. Cowperthwait felt ultimately had led to his new FCC position, and noting that "We handle all changes in the methods of broadcasting or telecasting as, for example, color television. . . ."

6. Sept. 7, 1954: Letter from Mr. Willson to Dorsey Richardson, The Lehman Corp., New York (Mr. Richardson at that time was a member of the CBS Inc. board), forwarding the Cowperthwait letter and asking if CBS could use his (Mr. Willson's) association with Mr. Cowperthwait and intimating that he also was a friend of Comr. John C. Doerfer. (Mr. Willson had an in-law relationship to Mr. Richardson through marriage of their son and daughter, respectively.)

7. Sept. 9, 1954: Confidential letter from Mr. Richardson to Dr. Stanton enclosing the Cowperthwait and Willson letters and assuring his cooperation "if there is any way in which you think these relationships could properly be utilized for the benefit of CBS. . . ."

8. Oct. 2, 1954: Letter from Dr. Stanton to Mr. Richardson expressing his "great interest" in the Cowperthwait and Willson letters and saying he had put off answering because he had expected "the announcement which came last weekend regarding the appointment of a chairman of the FCC. As you know, there was some talk about the appointment of John Doerfer," and adding: "I do not know what effect George McConnaughey's appointment as chairman will have. It is rumored that he is committed to a number of important changes in the FCC staff. This will bear close watching because, with one exception, the key staff members are all carryovers from the Roosevelt-Truman period." The letter concluded: ". . . I will discuss it with you as the time approaches for critical decisions involving cases we have pending before the Commission."

The FCC, in replying to the congressional questionnaire, answered 14 of the 20 questions and parts of a 15th, leaving unanswered four and parts of a fifth. One question (No. 11, on FCC travel expenses) was not mentioned, possibly through error.

The FCC answered question No. 5, dealing with the history of comparative tv cases since July 1953, in part, refusing to disclose information on work done by the personal staffs of individual commissioners and of the FCC's Office of Opinions & Review, both of which by "congressional design" are permitted to participate in "a manner other than on the public record," the FCC said.

By Order of Congress

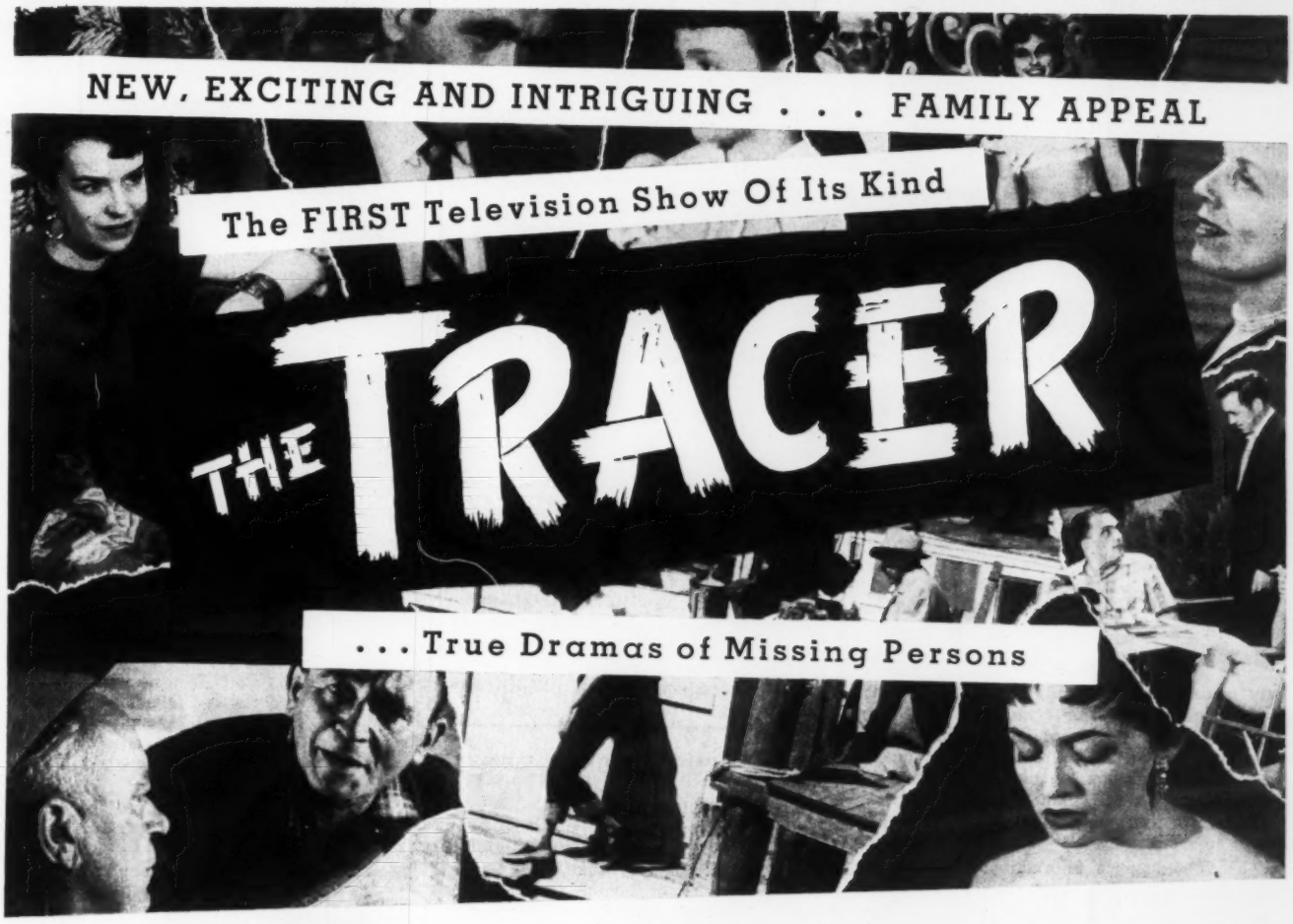
The Commission noted that "Congress itself specifically required this review staff to be set up as a separate group of people to assist the Commission in writing its decisions, subject only to the control of the Commission. . . ." Therefore, FCC said, "we do not know whether Congress would desire to impair the usefulness of these persons in assisting the Commission in its decisional process by requiring the internal working papers and information concerning them to be made available to the public." FCC said members would discuss "in general" the decisional process at the then-expected hearing (which never materialized).

The FCC declined to answer questions No. 7 and 8 which sought "all staff reports or analyses on the problem of television allocations," including revised allocation plans, deintermixture, the 5-mile rule, power limits and antenna heights, together with FCC action taken on the basis of such reports.

Noting the extensive scope of the question, the Commission said supplying an answer would "take an extraordinary amount of staff time. Also, the Commission believes that in order to have an independent staff free to make such recommendations as they feel justified, the recommendations of the staff and internal memorandums relating thereto should not as a general matter be made available to persons outside the Commission."

The FCC declined to answer question No. 12, on gifts, honorariums, expenses paid to FCC members, other top FCC officials and bureau heads from persons or firms who had a direct or indirect interest in matters pending

NEW, EXCITING AND INTRIGUING . . . FAMILY APPEAL



A new star for Television, James Chandler as The Tracer

WEEKLY VARIETY

TRUE DRAMAS

FORTUNES TO BE CLAIMED

Filmed against the background of 30 of America's most exciting cities! "The Tracer" offers outstanding entertainment *and* a public service. Sponsor's sales and community prestige will soar. Phone or wire now for an audition.

A REFRESHING NEW IDEA IN PROGRAMMING

. . distinctively different . . . more than a crime show . . . more than a dramatic series . . . more than a situation comedy . . . a rare combination of intriguing suspense and warm human drama the whole family will enjoy. All episodes are true cases from the confidential files of The Tracers Company of America.

A UNIQUE NEW CONCEPT OF PROMOTION

. . . weekly lists of local missing heirs and persons will be furnished (at no extra cost) to be telecast with each episode. Actual missing persons will be found and millions of dollars claimed through program's public service.* Promotion possibilities are unlimited.

Missing heir to $1,000.00 found by the Tracer's first telecast on KARK-TV, Little Rock (The Tracer's first market)!

MPA-TV

PRODUCTIONS

1032 CARONDELET ST., NEW ORLEANS, LA.

before the Commission. FCC's comment on the question: "In accordance with our discussions, the Commission will not submit affidavits with respect to gratuities, expenses and honorariums as covered in question 12, but instead will be available to answer questions with repect to this subject when called to appear at a hearing before your committee. . . ."

The Commission felt it was impossible to answer question No. 20, which asked for "any information or statements concerning or relating to any rulemaking proceedings [which] have been communicated outside the record to any commissioner or any member of the Commission by any person, persons, or party not a member of the Commission," identifying the person and circumstances under which made.

Noting that in adopting rules the FCC takes into account not only comments filed, but also the material in its files and the knowledge and experience of its members and staff, the Commission said:

"Thus, in general the commissioners have added to the knowledge which they ultimately exercise . . . from a great many sources. . . . The very number of rules considered and the number of persons who may have in some way made a statement related to the one or more rules creates such a task that only an extremely small fraction of the persons necessarily covered would be recalled. The most reasonable description of the commissioners' attitude . . . is that, within the limits of their available time as public officials, they do not refuse to see and listen to anyone. . . ."

The FCC supplied information on network revenues, as called for by question No. 13, but urged that "the confidentiality of the data . . . be guarded by similar treatment" to that afforded by the FCC. In complying with the FCC request, Everette MacIntyre, chief counsel of the subcommittee, noted that the report by Sen. Bricker, "The Network Monopoly," has disclosed the information anyway and suggested that the subcommittee will take the report into account.

Mr. Terwilliger's letter to the subcommittee, apparently solicited by the subcommittee, said he is the inventor of Depthdimension brand television, a process he described as superior to the present systems because it "visualizes more space, clarity, truth of form and shape, gains in perspective; is controlled internally-variable, selective for any constructed impact you want to deliver; and has relief illusions beyond anything you ever saw for tv, or possible to make on films."

He said the tv networks "by contractual agreements" with sponsors and agencies have "prevented, and/or blacklisted, and frightened out, all showing, use, operation, or demonstration of better Depthdimension brand." He described the troubles he had encountered among tv networks, affiliates, other stations, advertisers and agencies in trying to demonstrate his system.

The Zenith letter, signed by President E. F. McDonald Jr., criticized network "control [of] tv through their control of advertising," describing CBS and NBC as the "ringmasters." He said the networks also control NARTB and that RCA Board Chairman David Sarnoff and CBS Board Chairman William S. Paley "through their monopoly—excercise such far-reaching controls over national public opinion as has never heretofore existed."

Mr. Martin's letter also criticized "the monopoly enjoyed by the national television networks" and proposed that Congress "prohibit the nation networks from selling any advertising. Let them produce their shows as they are now doing and sell them to the stations."

Mr. Younts' statement took the FCC to task for refusing "consideration of longstanding proposals for the removal or relaxation of the restrictions and limitations that it has imposed upon the operation of daytime [radio] stations and the authorization of new and improved facilities, in order that multiple stations could operate through the length and breadth of the nation on a fair, efficient and equitable basis."

Mr. Younts said that under present FCC rules and policies "many hundreds of daytime stations in small and large communities . . . must operate on a schedule which constricts their programming hours to a very small portion of the day and they must remain silent during the remainder of the day, in order that a handful of distant high-power stations may enjoy exclusive occupancy of the channels."

The Community Broadcasters Assn. statement, presented by Howard J. Shellenberg Jr., Washington attorney, presented arguments asking removal of the present restriction of Class IV stations to fulltime operation with 250 watts, giving them 1 kw instead. The statement called on Congress to "compel the Commission to proceed immediately with a rulemaking proceeding" to provide CBA an opportunity to present its case as set forth in its petition of April 3, 1956.

The Uhf Industry Coordinating Committee statement repeated its deintermixture plea as previously proposed before various congressional committees in the 84th Congress.

Good Neighbor Policy

THE DAY after Triangle Publications Inc. (radio and tv division) took over ownership of WNHC-AM-FM-TV New Haven, Conn., pursuant to an FCC grant June 20, it filed pleadings with the Commission withdrawing WNHC objections to the CBS purchase of WGTH-TV Hartford, Conn., and the NBC purchase of WKNB-TV New Britain, Conn.

CBS' $650,000 purchase of the ch. 18 Hartford outlet had been approved early this year, but when WNHC protested, the grant was suspended. Withdrawal of the WNHC protest presumably means that the Commission will reinstate its approval.

The NBC $600,000 purchase of WKNB-AM-TV was set for hearing by the FCC on its own motion on issues involving overlap and concentration. Consummation of Triangle's $5.4 million purchase of the New Haven ch. 8 outlet and its am and fm adjuncts was delayed because of protest by ch. 43 WICC-TV Bridgeport, Conn. This protest was withdrawn early in August.

KPAC Port Arthur Status As Commercial Questioned

THE Attorney General of Texas has raised the question of the legality of operating 24-year-old KPAC Port Arthur, Tex., as a commercial station. The point was made in an Aug. 22 letter from Mrs. Marietta McGregor Payne, assistant attorney general, to the board of trustees of Port Arthur College. A copy of Mrs. Payne's letter was sent to the FCC.

The letter, which stated that the investigation was made following complaints to the Texas secretary of state regarding Port Arthur College's application for commercial television ch. 4 in Port Arthur, recited the establishment of Port Arthur College following a deed from Port Arthur to J. W. Gates, a deed of trust by Mr. Gates and a city ordinance.

"We are not at this time in a position to say whether the college's radio station's activities are commercial in nature," Mrs. Payne's letter declared. "However, we think it is clear from the terms of the original trust instruments that Port Arthur College may properly function only as an educational institutional, and that any activity which is not necessary and reasonably incident to such function is improper and unauthorized. . . ."

Mrs. Payne concluded her letter by calling on Port Arthur College to "remedy" the situation if KPAC has been operated for business as distinguished from educational purposes." She also called on the college to "desist" from securing a license for a commercial television station "if such station is to be operated in a fashion which would be incompatible with the powers of the college under its charter and trust provisions."

Port Arthur College is one of three applicants seeking ch. 4 in Port Arthur. The other two are Smith Radio Co. and Jefferson Amusement Co. Smith Radio Co., in a petition filed with the FCC last week, acknowledged that it had asked the Texas Secretary of State to investigate the right of Port Arthur College to seek a commercial tv station, declared that the Attorney General had ordered the college to desist from future operation of a radio station and from future prosecution of its application for tv.

KPAC, operating on 1250 kc with 5 kw day and 1 kw night, directional, was founded in 1932. It is affiliated with MBS.

KWKH Asks Court Review

PETITION for a writ of *certiorari* asking the U. S. Supreme Court to review the Shreveport, La., ch. 3 case was submitted last week by unsuccessful applicant KWKH Shreveport, (*Shreveport Times*). KWKH claimed that the appeals court decision upholding the FCC's Feb. 18 grant of ch. 3 to KTBS Shreveport had not answered the issues presented. The U.S. Appeals Court upheld the FCC's decision May 3 in a *per curiam* decision [B•T, May 7]. KWKH claimed that the Commission discriminated against its application because it is newspaper-connected.

Suspensions Stayed

NINETY-DAY license suspension of three radio operators charged with sabotaging KPIX (TV) San Francisco in 1954 [B•T, Dec. 20, 1954] has been stayed by FCC pending filing of request for rehearing by the men suspended. Operators petitioned for the stay, claiming the forthcoming rehearing request will raise "serious issues of statutory interpretation" never before decided by the FCC. The stay issued is for 90 days and will remain in effect until FCC rules on the new filing. Suspension was to have started last Monday.

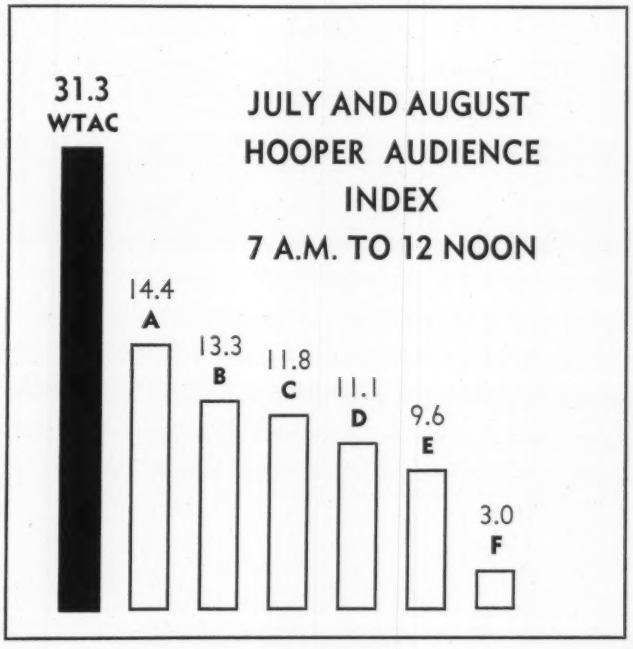
KWIE First With 3-City ID

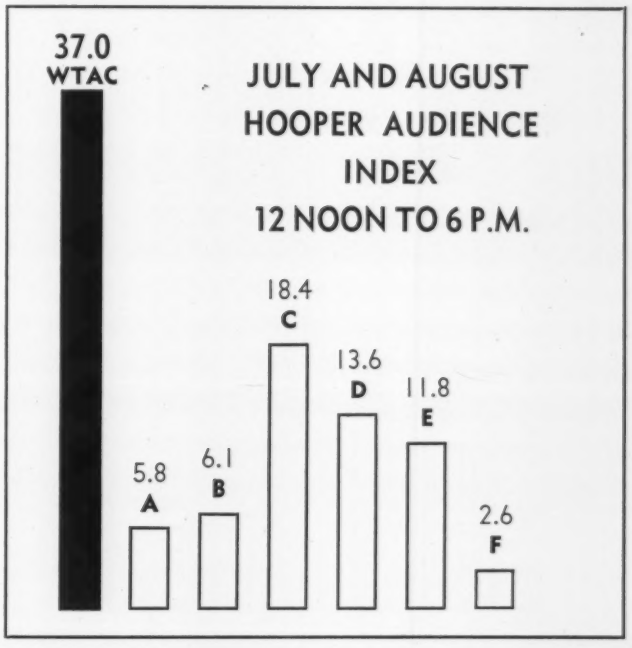
KWIE Kennewick, Wash., added two cities to its station ID last week when the FCC granted the 5-kw outlet authority to specify its location as Kennewick-Pasco-Richland, Wash. KWIE thus becomes, according to the Commission, the first station authorized to identify itself with three cities.

WTAC *The* BIG STATION

FIRST AGAIN

BY A BIG MARGIN





BUT THAT'S NOT THE WHOLE STORY:—within the past 20 days.—A downtown store—"48 direct calls for non-standard merchandise within 3 hours from WTAC spots." ** A big automobile dealer —"41 new cars when neither new nor used cars were selling." ** A trailer dealer—"$90,000 worth of mobile homes in four days." ** A men's store "smashed all sales records on specials with 20 spot announcements." ** These are all direct quotes—WTAC has impact—real sales impact in Michigan's second largest market.

WTAC is a member of the Founders' Group—KPOA, Honolulu; WFBL, Syracuse, New York; KTVR-TV, Denver, Colorado. WTAC is represented nationally by George P. Hollingbery; Station Manager, David Mendelsohn; National Sales Manager, Tom Warner.

DIAL 600 WTAC
600 700 800 900

FLINT, MICH.

FCC GETS UP STEAM FAST ON RETURN; DEINTERMIXTURE COMMENTS POSTPONED

After five-week hiatus, Commission takes big swipe at pending actions, grants two tvs, 12 ams, approves 18 sales and grants 51 renewals of which 21 are for educational outlets. Also an agenda: first discussion on revising multiple ownership rules.

IN its first meeting after a five-week summer recess, the FCC last Wednesday and Thursday hit some high spots touching policy questions as well as taking action on a number of pending cases.

In addition to making two tv grants, 12 new am grants, approving 18 station sales, granting 51 station renewals (of which 21 were for educational fm outlets), the full Commission—

- Postponed the deadline for comments on the deintermixture proposals from Sept. 10 to Nov. 15 (see story, this page).
- Discussed for the first time a revision of its multiple ownership rules.
- Agreed to set for hearing, the petitions of WWBZ Vineland, N. J., for reconsideration of its revocation order due to horse race broadcasts.
- Decided to permit Gordon McLendon to continue operating KTSA San Antonio, Tex., pending a protest hearing scheduled to start Sept. 10.
- Discussed the request of WSTV Inc. (WSTV-AM-TV Steubenville, Ohio) to enlarge the issues in the rehearing in the Pittsburgh ch. 11 case to include the question of economics, but came to no conclusions.

Quiescent since the Supreme Court handed down its ruling, last May, upholding the FCC's right to set maximum station ownerships, the subject came to life in the closing weeks of the 84th Congress with a number of bills introduced by various congressmen (led by Sen. John W. Bricker [R-Ohio]), to permit unlimited station ownership provided coverage of stations under single ownership does not encompass more than 25% of the population of the U. S.

It was understood Comr. John C. Doerfer broached the subject, suggesting that the Commission amend its rules to incorporate this policy, rather than have it forced on the Commission through legislation. Chairman George C. McConnaughey ventured agreement, reliable sources indicated. It was decided to discuss the subject further at subseqent meetings.

WWBZ had been ordered off the air last December—but has been given extensions since then—for purported "overemphasis" on horse-racing programs. Various pleadings filed by the station asked for reconsideration, charged that the FCC had communications from the Department of Justice about which it was not told, and suggested that the Commission hold a full-scale inquiry regarding whether and to what extent the broadcasting of horse race results might be in the public interest.

The decision on the WWBZ matter was understood to have been related to the Commission's action in July in approving the purchase of WQAM Miami by Todd Storz' Mid-Continent Broadcasting Co. In that case some commissioners wanted a hearing to investigate the promotional activity of Storz stations.

The McLendon purchase of KTSA San Antonio was approved by the FCC last May. This approval was stayed when KITE San Antonio protested the sale. The Commission ordered that KTSA be retransferred to its original owner, O. R. Mitchell Motor Co., and set the sale for hearing beginning Sept. 10. Last week's decision, not yet issued, is to permit the transfer approval to stand pending the outcome of the protest hearing. This obviates the necessity of returning the station to the Mitchell company.

In the Pittsburgh ch. 11 situation. WSTV was granted permission to intervene in the hearing on the grant of that vhf channel to WWSW Inc. (WIIC [TV]). The hearing already had been held, with WENS (TV) Pittsburgh the objector, and the examiner issued an initial decision recommending reaffirmation of the grant. With WSTV's entry the hearing has been ordered reopened Sept. 17, when the Steubenville outlet will have the opportunity to enter its objections to WWSW Inc.'s proposal to increase power and antenna height. WSTV has asked that the issues be enlarged to take into account the economic effects of greater power and antenna height by WWSW Inc. on the Steubenville-Wheeling market. No clearcut opinion was discernible at last week's FCC meeting, it was understood.

DEINTERMIXTURE COMMENTS POSTPONED UNTIL NOV. 15

THE FCC last week postponed to Nov. 15 the deadline for comments on its 13 deintermixture proposals.

These involve either moving existing. single vhf allocations from present cities or moving the educational reservation from uhf channels to the single vhf channel there.

The previous deadline was Sept. 10.

Last week's action does not affect the Oct. 1 deadline for comments regarding the Commission's discussion of the possibility of changing all or part of television to the uhf band and its request for ideas on how to undertake a "crash" program to upgrade uhf transmitting and receiving equipment.

The extension of the Sept. 10 deadline was due, it was understood, to the discovery that some of the engineering details set forth by the Commission in determining tv station coverage were based on new data.

It has been charged that the Commission changed the ground rules on coverage formulas without conferring with consulting engineers. Instead of using formulas derived from curves already in the rules, it was understood FCC engineers established new curves and then used these as the basis for computations. Since the present rules contain the old curves, it is believed by many engineers and attorneys that the Commission could be legally attacked if it made any decisions on the comments based on the new, suggested formulas.

Similarly, Grade B coverage equations were revised on the assumption that the noise level of receivers had been improved since 1952 when the present rules were promulgated.

Comr. T. A. M. Craven, newly-appointed engineering member of the Commission, has been given the task of compromising these difficulties, it is understood. He has already held one informal meeting with leading consulting engineers. This took place two Fridays ago. It is believed that an official informal engineering conference will be scheduled for sometime in the near future to go over these problems.

Some of the differences were officially brought to the attention of the FCC last month by the Assn. of Federal Communications Engineers.

Deintermixture proposals involved in last week's action are:

Elmira, N. Y.—All uhf by deleting ch. 9 and adding ch. 30. This would give Elmira chs. 18, 24 and 30. Comrs. McConnaughey, Doerfer and Mack dissented. Ch. 9 had been allocated to Elmira Nov. 30, 1955.

Evansville, Ind.—All commercial uhf by switching the educational reservation from ch. 56 to ch. 7. This would give Evansville chs. *7, 50, 56, 62. Comrs. Doerfer and Mack dissented.

Fresno-Santa Barbara, Calif.—Make Fresno all uhf by moving ch. 12 to Santa Barbara, adding ch. 30 from Madera, Calif., and moving ch. 59 into Madera. This would give Fresno chs. *18, 24, 30, 47 and 53, and Santa Barbara chs. 3, 12, 20 and 26. Comrs. Doerfer and Mack dissented.

Hartford, Conn.-Providence, R. I.—Make Hartford all uhf by deleting ch. 3 and moving it to Providence, transferring ch. 61 from Easthampton, Mass., to Hartford, and deleting ch. 65 at Meriden, Conn. This would give Hartford chs. 18, *24 and 61; Providence chs. 3, 10, 12, 16 and *36. Comrs. McConnaughey, Doerfer and Mack dissented. Comr. Doerfer suggested that if ch. 3 is taken away from Hartford, ch. 13 from New York should be substituted.

Madison, Wis.—All commercial uhf by switching the educational reservation from ch. 21 to ch. 3. This would give Madison chs. *3, 21, 27 and 33. Comrs. McConnaughey, Doerfer and Mack dissented.

Mobile, Ala.-New Orleans, La.—Make Mobile all commercial vhf by moving ch. 4 from New Orleans, moving ch. 42 (now educational in Mobile) to New Orleans (where it would be commercial). This would give Mobile chs. 4, 5, 10 and *48. New Orleans would have 6 (WDSU-TV), *8, 20, 26, 32, 42 and 61. Comrs. Doerfer and Mack dissented. Comrs. Webster and Bartley concurred, but would also propose the deletion of ch. 6 from New Orleans.

Peoria-Rock Island, Ill.—Make Peoria all uhf by deleting ch. 8 and adding ch. 25. Ch. 8 would be assigned to Rock Island. This would necessitate assigning ch. 77 in lieu of ch. 40 at Galesburg, Ill. This would give Peoria chs. 19, 25, *37 and 43, and Rock Island chs. 4, 6, 8, *30, 36 and 42. Comrs. Doerfer and Mack dissented.

Springfield, Ill.-St. Louis, Mo.—Make Springfield all uhf by deleting ch. 2 and moving it to St. Louis, and adding ch. 39 to Springfield. This would necessitate substituting ch. 49 for ch. 53 at Lincoln, Ill. This would give Springfield chs. 20, 39 and *66, and St. Louis chs. 2, 4, 5, *9, 11, 30, 36 and 42. Comrs. Doerfer and Mack dissented.

Albany-Schenectady-Troy, N. Y.—Make area predominantly uhf by deleting ch. 10 from Vail Mills, N. Y. (Albany area), and adding ch. 47. This would give Albany-Schenectady-Troy chs. 6 (WRGB [TV] Schenectady), *17, 23, 35, 41 and 47. Comrs. McConnaughey, Doerfer and Mack dissented. Comrs. Webster and Lee concurred but would also propose the deletion of ch. 6 from this area. Ch. 10 had been assigned to Vail Mills Nov. 10, 1955.

Charleston, S. C.—Make Charleston predominantly vhf by adding ch. 4. This would give Charleston chs. 2, 4, 5, *13 and 17.

Duluth, Minn.-Superior, Wis.—Make area predominantly vhf by switching educational reservation from ch. 8 to ch. 32. This would give Duluth-Superior chs. 3, 6, 8, *32 and 38.

Miami, Fla.—Make area predominantly vhf

WBKB IS CHICAGO

Channel **7** **WBKB** Chicago, **WABC-TV** New York
WXYZ-TV Detroit, **KABC-TV** Los Angeles, **KGO-TV** San Francisco
Owned and operated by the AMERICAN BROADCASTING COMPANY

"DAWN IN CHICAGO"

A glossy reprint of this photograph can be obtained by writing to Public Relations Dept., Station WBKB, Chicago - Photography: Hedrich-Blessing

FCC MEETS TUES.

FCC announced last week that its regular meeting next week would take place on Tuesday, Sept. 11, instead of the usual Wednesday, Sept. 12. Although no reason was given for the change, FCC Chairman George C. McConnaughey is scheduled to address the first fall luncheon of the Radio & Television Executives Society at New York's Hotel Roosevelt on Sept. 12. Members of the FCC will be "special guests," RTES said.

by adding ch. 6. This would give Miami chs. *2, 4, 6, 7, 10, 23 and 33. Comrs. Webster and Mack dissented.

Norfolk-Portsmouth-Newport News, Va.—Make area predominantly vhf by adding ch. 13 to Norfolk from New Bern, N. C. Add ch. 12 to New Bern. This would give Norfolk area chs. 3, 10, 13, 15, *21 and 33. Comrs. Hyde, Webster and Mack dissented.

Meanwhile, ch. 3 WISC-TV Madison, Wis., was the first objector to go to court. Last week the Morgan Murphy-controlled CBS outlet asked the U. S. Court of Appeals in Washington to review the FCC's June 26 order. It claimed that the Commission, without the required rule-making procedures, had "(1) adopted a practice of so-called 'interim reallocations' pursuant to which it has arbitrarily determined to institute further rule making proceedings looking toward reallocations of television channels in a limited number of communities, including Madison, Wis.; (2) enacted new technical rules and standards for television coverage and service to be used in the further reallocations proceedings, and (3) arbitrarily required that the data to be furnished in such further proceedings be based upon unrealistic 'assumptions' of non-existent operations that unfairly discriminate against pertinent showings of actual station operations by petitioner."

At the same time, ch. 7 WTVW (TV) Evansville, Ind., petitioned the FCC to withdraw its June 26 order proposing to change the Evansville allocations picture.

Also filed last week were several new proposals involving channel allocations:

New Orleans, La.—WWL New Orleans (holding a grant for ch. 4 there, but prohibited from beginning construction pending the outcome of the New Orleans deintermixture proposal) asked the FCC to add to the pending proposal the deletion of ch. 6 (now held by WDSU-TV) so that New Orleans would become completely deintermixed. WWL has a number of petitions on file with the FCC objecting to the condition placed on its grant.

Flint-Saginaw, Mich.—WKNX-TV Saginaw, ch. 57, requested that the Commission assign ch. 12 Flint to Flint-Saginaw and throw open the channel to all who wish to apply. Flint's ch. 12 is now held by WJRT (TV) that city, whose grant is the subject of a hearing by unsuccessful applicants WFDF Flint and W. S. Butterfield Theatres Inc. WKNX began operating on ch. 57 in May 1953. The station was built at a cost of $409,521, the uhf outlet said.

Lafayette, Ind.—WFAM-TV Lafayette, ch. 59, asked that ch. 18 be moved from Lebanon, Ind., to Lafayette and that ch. 59 be moved from Lafayette to Lebanon. It also asked that WFAM-TV be ordered to change to ch. 18.

Sacramento, Calif.—KGMS-TV that city, ch. 46, asked that ch. 12 be moved to Sacramento from Chico, Calif.; that ch. 11 be allocated to Chico, and that ch. 8 be assigned to Yreka, Calif.

Clearfield, Pa. — Phillipsburg-Clearfield Tv asked that ch. 3 be assigned to Clearfield. This can be done under the new transmitter-to-transmitter spacing, it said. Phillipsburg-Clearfield, being incorporated to apply for tv, comprises Adam J. Young Jr., station representative; Samuel H. Cuff, tv consultant; E. A. Hungerford, and William Hubler.

Springfield, Ill.—WICS (TV) Springfield, ch. 20, asked that the proposed Springfield deintermixture plan be amended to also propose that ch. 2 be assigned to Terre Haute, Ind. This can be accomplished, WICS said, if the ch. 2 in St. Louis (proposed by the FCC) is properly located so that the new transmitter-to-transmitter spacing rule can be utilized.

Madison, Wis.—WTVO (TV) Rockford, Ill., ch. 39, asked that Madison proposal be amended to also propose that ch. 3 be moved to Rockford.

COMMISSION AUTHORIZES 12 NEW AM OUTLETS

TWELVE new am grants were issued by the FCC last week. Following is a list, by city and state, of those awarded construction permits and the facilities granted:

Casa Grande, Ariz.—ABC Service Corp., 1260 kc, 1 kw daytime. Principals are equal partners E. Glenn Abercrombie, owner of WEGA Newton, Miss., and 15% stockholder in KMIL Cameron, Tex.; Milton F. Brown Jr., 51% stockholder in KMIL, and N. L. Caperton, who owns 10% of KMIL.

El Centro, Calif.—Ray Lapica, 1430 kc, 1 kw daytime. Mr. Lapica is administrative and sales consultant, KPOL Los Angeles.

Titusville, Fla.—Titusville Broadcasting Co. —1300 kc, 1 kw daytime. Principals are equal partners Edwin V. Spencer and Medford W. Stacy, who each owns 25% of WBOP Pensacola, Fla.

Buford, Ga.—Gwinnett County Broadcasting Co., 1460 kc, 1 kw daytime. Principals are equal partners David E. and Madeleine O. Fleagle.

Huntington, Ind.—Huntington Valley Broadcasters, 1300 kc, 500 w daytime. Principals are equal partners David S. Gifford and T. M. Nelson, who own WILO Frankfort, Ind., and WOHP Bellefontaine, Ohio.

Clinton, Iowa—Mississippi Valley Broadcasting Co., 1390 kc, 1 kw daytime directional. Principals are equal partners Kenneth W. Evans, H. Richard Pettersen and Wharton L. Murray. Mr. Murray is program director-operations manager of KHAS-TV Hastings, Neb.

Hazard, Ky.—Perry County Broadcasting Co., 1390 kc, 5 kw daytime. Principals are Frank L. Jones and Claude P. Stephens. Mr. Jones is salesman for WTCW Whitesburg, Ky.

Mount Vernon, Ky.—1460 kc, 500 w daytime. Principals are John Lair, editor of *Renfro Valley Eagle*, and Thomas Grady Hargis, account executive for the *Gene Autry Show*.

Dillon, Mont.—Vigilante Broadcasting Corp., 800 kc, 1 kw daytime. Allen H. Smith, president, is station manager of KANA Anaconda, Mont.; Burt H. Oliphant, vice president, is an employe of KWSC Pullman Wash., and Claude Moore, treasurer, is KANA commercial manager.

Fallon, Nev.—Lahontan Broadcasting Co., 1250 kc, 1 kw daytime. Lester W. and Katherine E. Pearce, equal owners, also own 1/7th interest in KWNA Winnemucca, Nev.

Arecibo, P. R.—Abacoa Radio Corp., 1070 kc, 500 w unlimited. Principals are Jose D. Casanova, Gloria Ramos de Donate, Manuel Pirallo-Lopez, and Carlos Pirallo-Lopez. Messrs. Lopez together own 46% of WISO Ponce, P. R.

Wenatchee, Wash.—Queen Broadcasting Co., 1410 kc, 1 kw daytime. Principals are Dale R. Woods, production manager of KPQ Wenatchee, and William A. Moeller, KPQ announcer-engineer.

ALPINE, ABERDEEN TV GRANTS AWARDED; THREE BIDS FILED

TWO new vhf tv grants, for Alpine, Tex., and Aberdeen, S. D., were awarded by the FCC last week, while three applications were filed with the Commission seeking vhf channels in Wilmington, N. C., San Angelo, Tex., and Alliance, Neb.

O. L. Nelms, Dallas, Tex., realtor, received his third tv construction permit, for ch. 12 Alpine, Tex. He previously has been awarded cps for ch. 9 Flagstaff, Ariz., and ch. 19 Brownwood, Tex. [B•T, June 11], and has an application pending for ch. 19 Victoria, Tex. Mr. Nelms' Alpine application was uncontested. In its second tv grant—also uncontested—the FCC awarded ch. 9 Aberdeen, S. D., to Aberdeen Tv Co. Aberdeen principals are Joseph E., William D. and F. F. McNaughton, whose broadcast interests include WRMN Elgin, Ill., WCRA Effingham, Ill., and KXGI Fort Madison, Iowa.

Carolina Broadcasting System Inc. (WNCT [TV] Greenville, N. C.), filed an application for ch. 3 at Wilmington. Carolina plans 31.8 kw visual power with antenna height 548 ft. above average terrain. Principals in WNCT also hold interests in WCKB Dunn, WCEC-WFMA (FM) Rocky Mount and WGTM Greenville, all N. C. A previous application for the Wilmington channel was filed by United Broadcasting Co. (Richard Eaton interests).

San Angelo Tv Co., filing for ch. 3 San Angelo, said its proposed station would use 1.48 kw visual power with antenna height 223 ft. above average terrain. San Angelo principals Lowell Smith and Joe N. Weatherby formerly held minority interests, respectively, in KTXL and KTXL-TV San Angelo.

Application for ch. 13 Alliance, Neb., was filed by Frontier Broadcasting Co. (KFBC-AM-TV Cheyenne, Wyo., and KSTF [TV] Scottsbluff, Neb.), which initially plans to operate the proposed station, like ch. 10 KSTF, as a satellite of ch. 5 KFBC-TV via off-the-air pickup. The proposed Alliance operation will use 25.89 kw visual effective radiated power with antenna of 355 ft. above average terrain. Frontier is 26% owned by Cheyenne Newspapers Inc. *(Wyoming Stockman-Farmer)*, which also has interests in KVRS Rock Springs and KRAL Rawlings, both Wyo. William C. Grove, 9.6% Frontier stockholder, besides interests in KVRS and KRAL, is licensee of KSID Sidney, Neb.

FCC APPROVES $4 MILLION IN STATION TRANSFERS

STATION transfers, totaling over $4 million in the aggregate, were approved by the FCC last week.

Topping the 18 sale approvals was the Crowell-Collier Publishing Co.'s purchase of KFWB Los Angeles.

Crowell-Collier is paying $2,225,000 plus $35,000 a year for seven years as a consultant to Harry Maizlish owner of KFWB. Mr. Maizlish is getting $2.1 million in cash, including notes over a period of years and 25,000 shares of Crowell-Collier stock (selling on The American Stock Exchange at 6⅜ on Aug. 30; at 7¼ on May 31 when the balance sheet of KFWB was drawn up for the FCC application).

Mr. Maizlish, a radio veteran, is paying

Crowell-Collier $130,717 for retention of KFWB-FM.

Independent KFWB, operating round the clock, operates on 980 kc with 5 kw. It is represented nationally by The Branham Co., and on the West Coast by McGavren-Quinn Co. It was originally owned by Warner Bros., having been established in 1925.

(For other Crowell-Collier purchase activities, see story page 27).

Also approved last week was the purchase of KFOX-AM-FM Long Beach, Calif., by Hogan Broadcasting Corp. (Arthur B. Hogan) for $536,000, and the purchase of KVSM San Mateo, Calif., to Intercontinental Broadcasting Corp. for $400,000.

KFOX was sold by W. T. McDonald and associates. Non-affiliated, it was founded in 1924 and operates on 1280 kc with 1 kw. Daytimer KVSM, also independent, was sold by Les Malloy and associates; it was founded in 1946 and operates on 1050 kc with 1 kw.

The KFOX sale approval was conditioned on Mr. Hogan's disposing of his interest in KRKD Los Angeles. This is owned by Messrs. Albert Zugsmith, Frank Oxarart and Richard C. Simonton in addition to Mr. Hogan.

Messrs. Zugsmith, Hogan, Oxarart and John D. Feldman are the buyers of KVSM.

These interests have varying holdings also in KITO San Bernardino and in KULA-AM-TV Honolulu. The sale of KULA stations to Crowell-Collier was cancelled last week when KULA owners could not persuade the mortgage note holders to agree (see Crowell-Collier story, page 27).

Among other sales approvals by the Commission last week:

- KBOX Sacramento, Calif., to McClatchy Broadcasting Co. for $75,000. An initial decision was made final.
- KRAM Las Vegas, Nev., to Drake Motel Corp. (David H. and Annabelle W. Margolis) for $120,000.
- KDB Santa Barbara, Calif., to James Harford, Lucie Miltenberg and Rube Goldwater, for $125,000.
- WROL Knoxville, Tenn., to Greater East Tennessee Tv Inc. (WATE [TV]) for $275,000.

USIA Reports Extensive Activity on Tv Fronts

THE U. S. Information Agency in the first six months of 1956 supplied more than 460 tv programs for telecast by 150 stations in non-communist countries, Theodore C. Streibert, USIA director, is to announce tomorrow (Tuesday) in his sixth semiannual "Report to Congress."

Mr. Streibert said the USIA tv programs were distributed to reach an audience estimated at 40 million and included news and special events, adaptations of domestic shows and 34 original productions.

One monthly tv series, *Report From America*, documenting everyday life in the United States, "has been a solid hit on the British Broadcasting Corp. tv system since its first showing in February," Mr. Streibert said, adding that with the sixth episode the series proved so successful BBC moved it from 10 p.m. to the prime viewing hour of 7:50 p.m. The program shortly will expand its audience with productions in French, Italian, Spanish and Portuguese, Mr. Streibert said.

Other USIA tv activity included revision of its weekly tv newsreel into a current events documentary bearing on U. S. aims for showing abroad as a supplement to commercially distributed newsreels. USIA also held discussions with several foreign governments to plan use of closed circuit tv for educational purposes.

Meanwhile, USIA's broadcasting arm, the Voice of America, upped its broadcasts in foreign tongues to 43 languages with the addition of broadcasts in Uzbek (Central Asian area of Russia), Gujarati, Telugu and Malayalam (various parts of India), he said.

VOA's daily two-hour program of jazz and other American popular music, *Music—USA*, heretofore broadcast to Europe only, began worldwide transmission during evening listening hours and now averages 1,000 fan letters a month, Mr. Streibert said. He said VOA gave the people of Russia, Red China and the satellites their first news of the Krushchev speech denouncing Josef Stalin and President Eisenhower's answer to Bulganin's proposal of a 20-year peace pact, reported in 40 languages within 24 hours.

Robert Hall Clothes Inc. Facing False Adv. Charge

SUIT has been filed by the Dept. of Justice against Robert Hall Clothes Inc., New York, alleging 12 violations of a 1953 Federal Trade Commission cease and desist order. The FTC order prohibited the clothing chain from misrepresenting the regular price of its merchandise.

The government charged that, on 12 days in January and February 1955, Robert Hall advertised on a Hartford, Conn., radio station a special group of suits "usually $50—now only $34.95." The Justice Dept. claimed that the suits were not selling for $50 at the time and that the regular price was $34.95. Each violation of an FTC order may be penalized by a $5,000 fine. Each of the 12 days this advertisement was aired is charged to be a violation. The suit was brought in New York federal court.

Nothing Else Like It In Louisville!

"DIAL 970"

WAVE'S MONITOR FORMAT!

ROAD SHOW

(3:30—6:30 p. m.)

Road Show is DIAL 970's late-afternoon program, aimed especially at the thousands of commuters and workers driving home. Bill Gladden is at the wheel — breezy, relaxed, informal.

Road Show features five newscasts, two sports roundups and a stock-market summary. Interspersed through it all is popular music that's especially selected for high fidelity so that it may be heard clearly, even in heavy traffic.

Road Show also reports on weather, time, traffic conditions, etc., thus helping motorists get home relaxed and informed.

Other Coordinated DIAL 970 Programs Complementing MONITOR

WAKE UP WITH WAVE Brings Louisvillians all they need to know to start the day. News every half hour. Time, weather, traffic, farm and school news.

CAROUSEL Fun and facts for busy Louisville homemakers. Club news, interviews, book reviews and music.

NIGHT BEAT The pulse of Louisville after dark. Direct local news. Direct local sports round-up. Music and world news. Human-interest features.

DIAL 970—
WAVE'S DYNAMIC NEW RADIO SERVICE FOR A DYNAMIC NEW LOUISVILLE!

WAVE

5000 WATTS • NBC AFFILIATE

NBC SPOT SALES
Exclusive National Representatives

Attorney Harrington Joins Commission Broadcast Bureau

JOHN C. HARRINGTON, Dept. of Justice Lands Div. attorney, has been named general attorney in the office of the Chief of the Broadcast Bureau, it was announced last week. Mr. Harrington served previously with the FCC from 1946 to 1948 in the old Law Dept's post-war am processing activity.

Born in Fall River, Mass., in 1911, Mr. Harrington received his A.B. from Holy Cross, Worcester, Mass., in 1936, and his LL.B., from Georgetown U., Washington, D. C., in 1940. He worked for the Dept. of Justice from 1943 to 1946, leaving there to join the FCC.

Meanwhile, appointment of Leonidas P. B. Emerson as attorney-adviser in the Rules & Standards Div., Broadcast Bureau, also was announced. Mr. Emerson had been with the Broadcast Bureau's Renewals & Transfers Div. until 1952, when he resigned to join the Washington law firm of McKenna & Wilkinson. He returned to the FCC in July.

Court Appeals Question Post-Grant Modifications

QUESTION of whether successful applicants for tv channels can ask for and receive modifications after grants are made but while appeals are pending has been raised in two appeals to the U. S. Court of Appeals in Washington.

Tennessee Television Inc., one of the two unsuccessful applicants for ch. 10 Knoxville, Tenn., has appealed the FCC's May 14 grant for WBIR-TV Knoxville to change transmitter and studio location. WBIR received the ch. 10 grant on Jan. 13. Denied were the applications of Scripps-Howard Radio Inc. (WNOX Knoxville) and Tennessee Television. Scripps-Howard asked the FCC for reconsideration of the grant, while Tennessee Television filed a notice of appeal in the appellate court. Tennessee Television claimed that the FCC Broadcast Bureau's authorization for WBIR-TV to modify its grant was made while these two appeals were still pending. Tennessee Television also averred that WBIR-TV had commenced construction before the modification was issued.

Tri-Cities Television Corp., the unsuccessful applicant for ch. 5 in Bristol, Va., asked the appeals court to reverse the FCC's June 5 grant permitting WCYB-TV Bristol to change transmitter location, increase power, etc. This, Tri-Cities said, took place while its petition for reconsideration from the FCC's April 13 grant of ch. 5 to WCYB was still pending.

Leroux Suit Before Court

PLAGIARISM suit for $3.5 million by Arch Leroux against Peter Potter's *Juke Box Jury* on KRCA (TV) Los Angeles and CBS Radio went to trial last week in superior court before Judge A. Curtis Smith. The tv program is being syndicated by film in 18 other western markets.

Mr. Leroux charges that the format was taken from his own program, *The Arch Leroux Review*, aired on KNBH (TV) Los Angeles (now KRCA [TV]) and KRON-TV San Francisco in 1950-51. Mr. Potter denies using any ideas or material of Mr. Leroux. The jury trial is expected to take two weeks.

NBC Develops New Method For Monitoring Tv Signals

NEW method of instantaneously monitoring various technical factors of a television signal has been developed by NBC—which last week asked the FCC for permission, if required, to use it.

The development is that of a "reference" signal which can be broadcast throughout the broadcast day without interference to or degradation of the viewed picture. This calibrating signal will, NBC said, permit the accurate, continuous determinaton of the following factors: differential phase and gain, white and sync levels, for monochrome, and the same plus chrominance and burst levels for color. The monitoring, continuous and accurate, can be done at the studio, at the transmitter, by the network or by the station. The reference signals are pedestals, with a superimposed frequency of 3.58 mc. They will be introduced during the blanking periods and will appear at the top of the picture tube, normally concealed by the picture mask.

NBC conducted experiments over ch. 4 WRCA-TV New York, it was disclosed, during the week of July 30 before sign-on. There were 35 observers checking the transmissions, it was explained, at Princeton, N. J., and in the New York area. They used 11 color receivers and 32 black-and-white receivers.

NBC will propose that this method be used by the entire industry, A. L. Hammerschmidt, NBC chief engineer, said.

Rochester Favored for Am

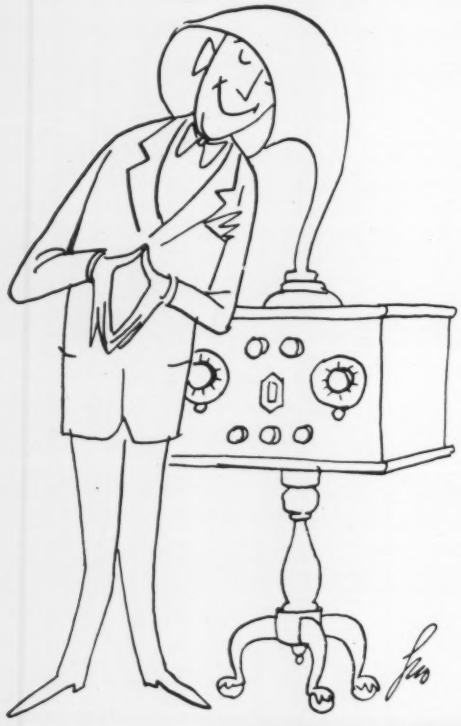
FCC Hearing Examiner Herbert Sharfman last week recommended that the FCC grant the application of Rochester Broadcasting Co. for a new am station in Rochester, Minn. Mr. Sharfman, in an initial decision, found that the proposed daytime outlet (1270 kc, 500 w) would provide a gain of primary service to 121,268 people and a second local station for Rochester, although some interference would be caused in the normally protected contours of KCUE Red Wing (1,279 persons) and WTCN Minneapolis (1,219 persons), both Minn. Mr. Sharfman concluded that the need for the new service outweighed the loss of existing services.

FCC Questions Satellite Need

THE NEED for a satellite tv station in a community already serviced by a local tv outlet was questioned by the FCC last week. The Commission informed Western Montana Assoc., Missoula, Mont., that a hearing may be necessary on its application for a new satellite tv station on ch. 21 Missoula. The proposed outlet would rebroadcast the programs of ch. 4 KXLF-TV Butte, Mont., 8.8% owned by the applicant. The FCC noted that ch. 13 KGVO-TV Missoula (on the air since 1954) carries locally originated programs to the community and questioned whether the extension of KXLF-TV service would be in the public interest.

FTC Charges Radio-Tv School

RADIO Television Training Assn., New York City correspondence school in radio and television technology, last week was charged by the Federal Trade Commission with misrepresenting the value of its course to prospective students. The FTC complaint charges the school with exaggerating the quality of the instruction, the technical assistance given during the course, and the job and salary possibilities.



Folks feel close to **WWDC** Radio

"1st on week ends, 2nd on week days in Washington, D.C."—May-June Pulse

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

SINDLINGER, TRENDEX SCORES AT ODDS ON HOW CONVENTION COVERAGE RATED

The first says radio and movies picked up customers driven from television sets by dull political fare. The other claims that viewing audiences were greater than for regular programs at that time of year. They even differ on which convention fared best—or was hurt the least, depending on how you look at it.

AS if the industry didn't have enough trouble with irretrievable costs, the audience factor splintered overnight into a national issue: how many people watched the conventions, or better still, were the conventions worth tv's time and effort?

No precise answers were forthcoming to the first question. First audience measurement results only served to hasten pencil biting by network and station executives and, unfortunately, deepened public confusion.

Trendex and another measurement firm, Sindlinger & Co., Philadelphia, locked statistical horns. Sindlinger indicated that the convention telecasts failed to equal regular entertainment shows in popularity. Trendex said they exceeded the regulars.

MOVIE ATTENDANCE HIGHEST SINCE 1946—SINDLINGER

TELEVISION VIEWING, which dropped below normal during the week of the Democratic national convention in Chicago, declined still further the following week, when the Republicans held their convention in San Francisco, according to viewing statistics collected and compiled by Sindlinger & Co.

Concurrently, radio listening was up for the two weeks and movie attendance hit its highest peak since Thanksgiving week of 1946, Sindlinger data shows.

The average tv audience for an evening session of the Democratic convention totaled 33.1 million adult viewers, compared to 31.2 million for an average GOP evening convention session, according to Sindlinger tabulations. Asked by B•T to explain this conclusion in view of other published figures which gave a higher rating to the Republicans, A. L. Sindlinger, president of his research organization, pointed out that his figures cover evening sessions only, whereas the other data cover both afternoon and evening sessions.

"This gives the Republicans, whose sessions were held almost entirely during the evening hours when the largest audiences are available for tv, an unfair advantage over the Democrats, who met both afternoon and evening," Mr. Sindlinger said. "Of course the Republicans would average better if their evening audiences are matched against a meaningless day-and-night average for the Democrats. But on a straight evening-versus-evening comparison, the Democrats got the biggest crowds of tv watchers."

Total tv attendance at the conventions, individuals who watched any of either convention on tv, was 97.5 million for the Democratic conclave, 94.5 million for the Republican meeting. President Eisenhower in his acceptance speech, however, drew a bigger video crowd than his Democratic opponent, getting 47,242,000 viewers to Adlai Stevenson's 45,151,000.

Comparing convention weeks to the more normal summer week before the conventions, Sindlinger statistics show that for the pre-convention week ending Aug. 11, tv had an average daily audience of 64,680,000 adults, 53.3% of the country's population of 12 years or older (who must pay full theatre admission prices). The week ending Aug. 18, when the Democrats were in session, average daily tv viewers totaled 62,808,000, 51.5%. The week ending Aug. 25, when the Republicans met, the average daily tv audience was 57,219,000, 47.1%. Hours spent watching tv by all persons of 12 or over in the nation dropped from 1.186.5 million hours for the pre-convention week ending Aug. 11 to 1,172.1 million hours for the Democrats' week and 1,148.3 million hours for the GOP week.

As the national volume of tv viewing declined, that of radio listening rose. During the week ending Aug. 11 a daily average of 67,264,000 people, 55.4% of the population, listened to the radio for a total of 1,022.5 million hours. For the Democratic week, the daily average radio audience was 69,540,000 people, 57.3%, and their combined listening time was 1,124.3 million hours. For the Republican week, radio's daily average audience totaled 71,325,000 people. 58.8%, who listened for a total of 1,189.9 million hours.

Paid movie attendance for the week ending Aug. 11 totaled 62,958,300. The following week, that of the Democratic convention, that total rose to 66,754,500. The next week, when the Republicans were in session, 68,407,000 people paid their way into the movies.

Clinching the inevitable conclusion that when most tv time on most channels is devoted to programming the audience finds boring people will find some other way of spending their time, Sindlinger data reveals that the number of people riding in automobiles was 82,044,000 for the week ending Aug. 11; 82,768,000 for the week ending Aug. 18, and 84,623,000 for the week ending Aug. 25.

Preliminary data for the first days of last week, ending Sept. 1, show that with the conventions over people are rapidly resuming their normal viewing habits.

EVERY HALF-HOUR WAS UP—TRENDEX

"IN TERMS of actual audience size, the convention ratings during every half-hour period between 9 and 11 p.m. NYT were higher than the top rated program in the July Trendex tv program popularity report."

According to Trendex, tv sets use during the Democratic and Republican conventions averaged about 45% of the more than 37 million (CBS estimate) tv homes, compared to a 43.5% average for the week preceding the conventions and 39.6% average for the first week in July of this year.

CBS Television Research, which released Trendex figures for tv network coverage of both conventions, asserted the audience for this year's political party pow-wows to have been about the same in percentages as in 1952, but that since the number of tv families has about doubled, "the actual audiences watching the 1956 conventions is estimated at twice as much as the audience for their predecessors." The Trendex report, as released by CBS-TV, follows:

DEMOCRATIC NATIONAL CONVENTION
(Aug. 13-17, 1956)

	CBS-TV	NBC	ABC	Total 3 Networks
Monday afternoon	5.5	4.6	1.6	11.7
Monday evening	12.7	12.4	6.1	31.2
Tuesday afternoon	4.9	4.0	1.8	10.7
Tuesday evening	11.2	11.1	5.2	27.5
Wednesday evening	11.3	11.0	6.8	29.1
Thursday afternoon	6.3	5.3	2.5	14.1
Thursday evening	15.8	14.1	7.5	37.4
Friday aftenoon	6.9	6.3	2.1	15.3
Friday evening	14.8	12.2	8.7	35.7
AVERAGE—All Sessions	9.3	8.4	4.3	22.0

REPUBLICAN NATIONAL CONVENTION
(Aug. 20-23, 1956)

Monday afternoon	6.4	5.4	2.9	14.7
Monday evening	11.2	9.7	6.2	27.1
Tuesday	11.8	8.3	5.3	25.4
Wednesday	12.1	8.5	5.6	26.2
Thursday	16.1	9.7	7.2	33.0
AVERAGE—All Sessions	11.6	8.3	5.4	25.3

NETWORK LOSSES STILL UNDETERMINED

However, they stick to earlier estimates of from $4.1 million to $5.1 million total—including pre-emption charges and production costs not made up by sponsorship of coverage.

WITH banners and placards tucked away and the Cow Palace and International Amphitheatre clean of conventioneering, the tv industry a week after its gruelling coverage resembled a delegate nursing a lingering hangover.

Still to be counted, for example, were actual losses accruing to the three tv and the four radio networks. As of last week, officials stuck to earlier estimates of from $4.1 million to $5.1 million total for all networks. These figures include pre-emption charges and production costs not made up by revenue obtained from sponsorship of radio-tv coverage (about $14.5 million in all).

Individual Estimates

NBC estimates its total loss in the vicinity of $1.5 million to $2 million. CBS, while not disclosing a figure, expects its losses to be near the NBC estimate. ABC officials also declined comment, but the network is understood to have expected a loss of about $1 million. Mutual's (radio only) losses will run about $100,000.

Best available figures indicated last week that tv network pre-emptions of regularly scheduled commercial programming during the two conventions came out almost exactly as estimated just before the GOP conclave wound up—a three-network total of approximately 109 hours, as against 108 hours projected as the Republicans were entering their final session [B•T, Aug. 27]. The total was far above the 66 hours predicted by network authorities before the conventions got under way, however [B•T, Aug. 6].

In coverage of the sessions of the two conventions—not counting numerous special programs—the three tv networks put in a combined total of 169 hours 51 minutes, a slight downward adjustment of the predicted total of 173 hours 46 minutes. For both conventions, NBC-TV estimated its coverage at 56 hours 35 minutes; ABC-TV placed its at 56 hours 43 minutes, and CBS-TV reported 56 hours 33 minutes. The Democrats got the most time—a total of about 35 hours per network—because their convention ran a day longer.

Commercial pre-emptions went approximately this way.

ABC-TV: 7 hours 30 minutes during Dem-

Investigate

"KASHBOX"

the hottest food merchandising radio deal in Cincinnati

– exclusive with

WCKY

•

21,468

"Proof of Purchase" pieces of mail in 17 weeks, for "KASH-BOX" advertisers

•

More than

$4000

in cash awards to "KASHBOX" winners, and grocers, in 17 weeks.

•

For food sales and distribution
in the greater Cincinnati market, use

WCKY's "KASHBOX"

•

No guesswork about "KASHBOX"
Results. *"Proof of Purchase"*
TELLS *you.*

•

Huge cash awards for listeners!
Bonus cash awards for grocers!
Proven sales results for advertisers!

•

For increased sales and distribution
results in the greater Cincinnati area

use

WCKY's "KASHBOX"

•

50,000 WATTS OF SALES POWER

BUY WCKY . . . INVESTIGATE TODAY

THE *L.B. Wilson* STATION

WCKY

CINCINNATI
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NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO	LOS ANGELES
Tom Welstead Eastern Sales Mgr. 53 E. 51st St. Phone: Eldorado 5-1127	C. H. "Top" Topmiller WCKY Cincinnati Phone: Cherry 1-6565	A M Radio Sales Jerry Glynn 400 N. Michigan Ave. Phone: Mohawk 4-6555	A M Radio Sales Ken Carey 607 Market St. Phone: Garfield 1-0716	A M Radio Sales Bob Block 5939 Sunset Blvd. Phone: Hollyw'd 5-0695

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

ocratic, 19 hours during GOP. Total 44 hours 45 minutes.

CBS-TV: 25 hours during Democratic, 20 hours 30 minutes during GOP. Total 45 hours 30 minutes.

In radio, hours of coverage were substantially the same as the tv totals, with Mutual's radio-only operation adding to approximately 55 hours 15 minutes. Pre-emptions were much more difficult to figure in radio, however, because the patterns of selling vary widely. Best available estimates placed the combined pre-emption total for ABC Radio, CBS Radio and Mutual at about 20 hours. NBC Radio reported that it had rescheduled commercials and kept pre-emptions to a "negligible" figure.

Commitment Passed

CBS authorities reported last week that Westinghouse Electric Corp., which sponsored its radio and tv coverage of the conventions, got a total of 128 commercials during the Democratic and Republican sessions. This is eight more than the minimum guaranteed in the CBS-Westinghouse sponsorship contract. Of the 128, Betty Furness handled 90—46 during the Democratic convention, 44 during the GOP.

POLITICAL PARTIES SET RADIO-TV TIME

Democrats and Republicans announce plans for use of broadcast media during coming presidential campaign Both parties intend to use all major networks.

THE TWO national political committees by last week lined up most of the radio and television network time they will use in the 1956 presidential election campaign.

The Democrats open with a simulcast on all national radio-tv networks from 9:30-10 p.m. Sept. 13, when Gov. Adlai Stevenson, the Democratic nominee, addresses a $100-a-plate fund-raising dinner sponsored by the Pennsylvania State Democratic Committee at Harrisburg.

Other "saturation" (all radio-tv networks) presentations are planned by the Democratic National Committee for half-hours on Oct. 23 and Nov. 3 in prime evening times. In addition the committee has blocked out half-hours on single unannounced radio and tv networks for Sept. 28, Oct. 8, Oct. 29 and Nov. 5 (the Nov. 5 program immediately following the GOP network Election Eve presentation). The committee did not announce which of the programs, except for Sept. 13, would feature Gov. Stevenson, Sen. Estes Kefauver, the Democratic vice presidential candidate, and others.

The Democratic committee also plans to use 89 five-minute spots, the bulk on tv networks and the rest on radio, a spokesman said. The spots will run adjacent to regular half-hour network programs cut to 25 minutes with 44 to be evening spots and 45 daytime.

A majority of the taped and filmed spots will feature candidates Stevenson and Kefauver, but some will include other Democratic leaders and candidates, including such figures as Sen. Wayne Morse (D-Ore.), himself a candidate for re-election, and Gov. Averell Harriman of New York, a pre-convention contender for the Democratic presidential nomination.

15 Half-Hours for GOP

GOP committee plans call for the use of 15 half-hours on individual tv networks, according to a schedule which A. T. Goulding, a public relations spokesman, said is subject to revision, but probably is "95% correct." The Republican schedule also lists 32 tv spots for the campaign and a full hour on all three tv networks Nov. 5 (Election Eve). Up to late last week, no dates had been announced for President Dwight Eisenhower's appearance on any of the programs, nor speeches of Vice President Richard Nixon or other GOP spokesmen.

The Republican television schedule, which starts Sept. 19, was listed as follows:

EDT (p. m.)—Sept. 19—CBS, 9:30-10; 25—CBS, 9:30-10; Oct. 1.—8-8:30; 4—NBC, 8:30-9; 9—NBC, 9-9:30; 12—NBC, 9:30-10; 15—NBC, 9:25-30; ABC, 10:25-30; 16—CBS, 7:55-8; ABC, 8:30-9; 17—ABC, 10:55-11; CBS, 9:55-10; NBC, 10:30-11; 19—CBS, 9:30-10; 20—NBC, 10:55-11; 22—NBC, 8:55-9; CBS, 9:30-10, 10:55-11; 23—CBS, 10:25-30, NBC, 10:25-30; 24—CBS, 9-9:30, 10:55-11; NBC, 9:55-10; ABC, 10:55-11; 25—CBS, 10:55-11; NBC, 9:55-10; 26—NBC, 9-9:30, 9:55-10; 27—ABC, 9:55-10; CBS, 8:55-9; NBC, 8:55-9.

EST (p. m.)—Oct. 29—NBC, 10:25-30; CBS, 8:55-9; 30—CBS, 9:25-30, 10:30-11; NBC,

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"Lloyd's Unlimited"

3:30 to 6 P.M. • Mondays thru Fridays

The D. J. All Rochester is Talking About

BOB E. LLOYD

You never know what Bob E. Lloyd is going to say or do—but you do know that it will be original and amusing. Rochesterians like him because he makes 'em laugh. Sponsors like him because he makes 'em money. Contact us for details about rates and availabilities.

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CBS WHEC of Rochester

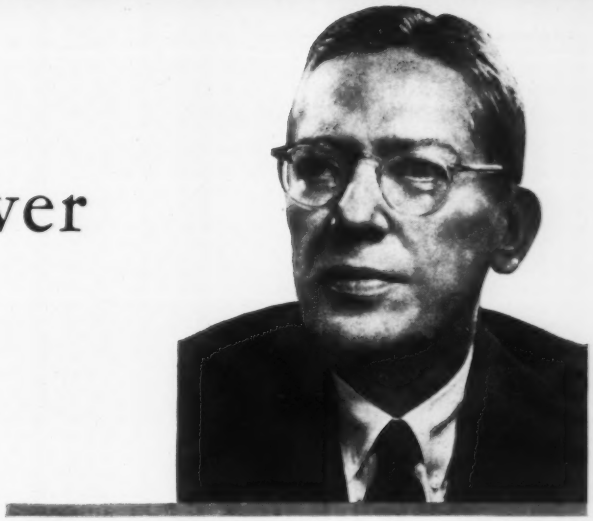
NEW YORK

5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago; LEE F. O'CONNELL Co., Los Angeles, San Francisco

"I read Ad Age practically from cover to cover"

says **FAIRFAX M. CONE**
President
Foote, Cone & Belding



"The fact is, I read Advertising Age practically from cover to cover. Certainly, I scan every column. This is where I get my news of the advertising business, and I am constantly reminded how amazingly accurate it is."

FAIRFAX M. CONE

Mr. Cone graduated from the University of California in 1926 and entered the advertising business through the promotion department of the San Francisco Examiner. From copywriter and account executive for Lord & Thomas advertising agency, he was promoted to vice president and placed in charge of the San Francisco office. Successive promotions moved him to New York where he was in charge of creative work, and then to Chicago where he became executive vice president of the agency. With Emerson Foote and Don Belding, Mr. Cone established Foote, Cone and Belding in 1943.

Among the racing, turbulent timetables of important executives handling important advertising accounts, there are few spots available for the sales stories of salesmen, direct mail or other sales media. That's why Advertising Age's unique brand of readership among people who are important to you offers you such an unusually effective sales tool. For column by column—often cover to cover—the news and advertising messages in Ad Age get read not only by those who *activate*, but those who *influence* important market and media decisions as well.

At Foote, Cone & Belding, for example, selecting and planning important broadcast schedules is a major program involving many executives on many important accounts. In 1955, F C & B ranked 14th among all agencies handling broadcast, with a combined radio-tv billing of $20.5 million.* Among its accounts were General Foods, Lever Brothers, Safeway Stores, Armour & Co., and other important spot advertisers.

Every week, *165 paid-subscription copies* of Ad Age get regular readership among Foote, Cone & Belding executives. Further, *83 paid-subscription copies* of AA reach sales, advertising and other management executives among the advertisers mentioned.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation of over 9,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000—and you'll recognize **in Advertising Age, a most influential medium** for swinging broadcast decisions your way in 1956.

* Broadcasting-Telecasting 1955 Report

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ABC ABP NBP

Station's Straw Vote Steals Fair Spotlight

A POLITICAL straw vote conducted by WCCO Minneapolis-St. Paul for the 1956 presidential and state gubernatorial races was a highlight of the Minnesota State Fair, which began Aug. 25 and ends today (Monday).

The station had two voting machines set up in its headquarters in the fair's agriculture-horticulture building, and eligible voters attending the fair were invited to cast ballots for their favorite candidates throughout the 10 days of the exposition.

Returns for the first five days: In the presidential race, Eisenhower, 5,675, and Stevenson, 3,147; in the state gubernatorial race, Ancher Nelson, Republican, 5,140 and Gov. Orville Freeman, Democratic incumbent, 3,143.

Voting machines used by WCCO were the same type that is to be adopted by the city of Minneapolis during the coming year and gave citizens a chance to acquaint themselves with the machines that will be used in future elections.

Throughout the balloting, members of the League of Women Voters and Minneapolis Voters Registration Bureau were on hand to instruct voters on the machines' operation.

MINNESOTA State Fair visitors line up to cast ballots on one of two voting machines used in the WCCO straw vote.

8:55-9; 31—CBS, 8:55-9; NBC, 9:55-10; Nov. 1—NBC, 9:30-10, 10:55-11; CBS, 9:25-30; 2—NBC, 9:55-10; CBS, 10:55-11; 3—NBC, 9:55-10, 10:30-11; CBS, 7:25-30; 5—NBC, 8:55-9, 11-12; CBS, 11-12 (repeated at 11-12 PST); ABC, 11-12.

President Eisenhower, it was understood, has agreed to make five or six nationwide radio-tv addresses, but dates haven't been announced, and it was said some of them will originate from outside Washington.

The Republicans say the division of time between radio and tv is flexible, with the likelihood that more radio will be used in areas with light tv saturation and more tv in areas where the medium has the heaviest set count. A definite lineup of radio network schedules was to be announced later.

The 30-minute purchases were made with the view of replacing high-rating programs and the five-minute spots are planned to follow popular tv shows, where possible.

Three Broadcasters Active For Democratic Candidates

THREE broadcast executives are aligned actively with the Volunteers for Stevenson-Kefauver, it was revealed last week following a meeting of leaders of an organization committee in Washington.

Named as vice chairmen of the organizing group were Nathan Straus, president of WMCA New York, who is chairman of the Mayor's Advisory Council, and Murray D. Lincoln, president of Peoples Broadcasting Corp. (WRFD Worthington, Ohio, WTTM Trenton, N. J., WMMN Fairmont, W. Va., WGAR-AM-FM Cleveland, Ohio), who also is national president of CARE Inc. and president of the Cooperative League of the U. S.

Co-chairman of Volunteers for Stevenson-Kefauver is Barry Bingham, president of WHAS-AM-TV Louisville and the *Courier-Journal* and *Times* there.

The volunteers announced plans to round up independent voters to vote the Democratic ticket and announced a door-to-door drive for small contributions to finance the campaign.

Live Convention Conference Won't Set Pattern—Ike

LIVE radio-tv pickups of Presidential news conferences will not replace delayed coverage, President Eisenhower told newsmen Friday. He said the live broadcast from the San Francisco convention, when President announced that the "dump Nixon" drive had been abandoned, was a one-shot affair based on his desire to make information available quickly to newsmen covering the convention.

The President said he definitely will not conduct a barnstorming or whistle-stopping campaign, adding this policy will not keep him from making specific trips to key spots. As to his radio-tv plans for the campaign, he said the whole subject is still in the discussion stage.

Brightman Duties Increased

SAMUEL C. BRIGHTMAN, publicity director for the Democratic National Committee, last week was given additional duties as director of public affairs for the Democrats. He takes over duties formerly handled by DNC Deputy Chairman Clayton W. Fritchey, who has been named news secretary to Democratic presidential nominee Adlai Stevenson.

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firm _____

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New Execs at Triangle, WNHC Control Switched

THE Radio and Tv Div. of Triangle Publications Inc. last week took over control of WNHC-AM-FM-TV New Haven, Conn., and also announced the promotiton of one executive within the parent organization and the addition of another.

David J. Bennett, formerly general manager of WTPA (TV) Harrisburg, Pa., has been named executive assistant to General Manager Roger Clipp of Triangle's radio-tv division. Mr. Bennett is a past president of the Pennsylvania Assn. of Broadcasters.

Edward M. Scala, program director of Triangle's WFBG-AM-TV Altoona, Pa., was advanced to general manager of the stations. He has served in various executive capacities with another Triangle property, WNBF-AM-TV Binghamton, N. Y., for 16 years.

MR. BENNETT

MR. SCALA

Triangle's (Walter H. Annenberg and family) $5.4 million purchase of the New Haven stations from Aldo DeDominicis, Patrick Goode and associates (Elm City Broadcasting Co.) received FCC approval June 20 [B•T, June 25]. Mr. Clipp announced that Mr. DeDominicis will continue as general manager and that Messrs. Patrick and Michael Goode will be retained as consultants.

Mr. Clipp also said that the WNHC stations shortly will discuss with public, private and parochial school officials of New Haven plans for a series of in-school programs to supplement local curricula.

WNHC went on the air in 1944, the fm operation started in 1948. WNHC-TV also began telecasting in 1948 on ch. 13, is primary ABC-TV affiliate and also carries CBS programs. Other Triangle properties, in addition to the New Haven, Binghamton and Altoona stations, are WFIL-AM-FM-TV Philadelphia, 50% of WHGB Harrisburg, Pa., and the firm holds an FCC grant to purchase WLBR-TV Lebanon, Pa., subject of a protest hearing. An FCC hearing examiner Aug. 24 recommended that the November 1955 purchase approval be affirmed. In addition, Triangle publishes the *Philadelphia Inquirer, Tv Guide, Seventeen* and other publications.

McDowell to Long Beach Post

LARRY McDOWELL, general manager of KCSB San Bernardino, Calif., has resigned to become director of the newly established Marine Dept. of the City of Long Beach, Calif. Mr. McDowell has been in the industry since he helped build KFOX Long Beach in 1924. He stayed with that station until "retiring" in 1954 for a short time, before accepting the KCSB post.

Schofield, Promotion Chief, Named Storer Vice President

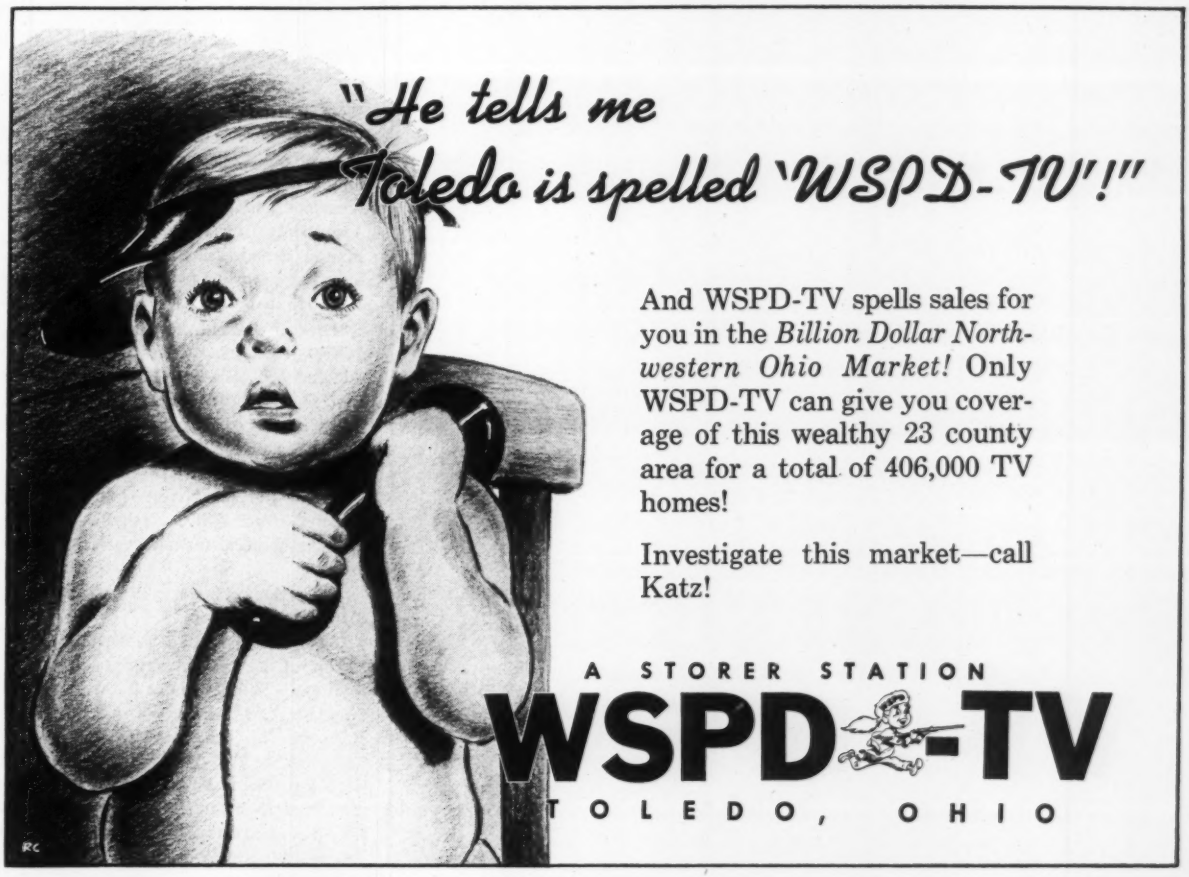
ARTHUR C. SCHOFIELD, advertising and sales promotion director of Storer Broadcasting Co., has been promoted to a vice presidency, according to Lee B. Wailes, executive vice president. The action was taken at a board meeting held in New York.

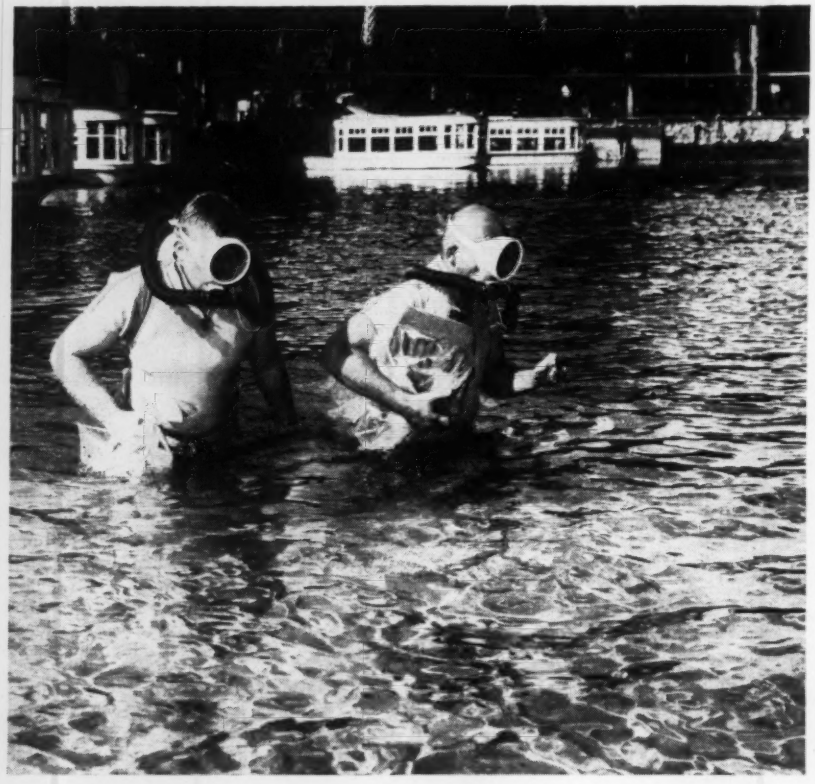
MR. SCHOFIELD

Mr. Schofield will continue in charge of advertising and sales promotion having assumed the duties in 1952. He is the winner of 13 national advertising and promotion awards and is widely known as a public speaker. Last week he addressed the Georgia Assn. of Broadcasters (story page 40) and was a speaker at the NARTB convention in April.

A feature writer-artist on the *Philadelphia Inquirer* in the early '30's, Mr. Schofield moved to Crowell-Collier Publishing Co. and in 1932 began radio network roles as writer and performer. He turned to the business side of broadcasting in 1941 with RCA-Victor Receiver Div., joining WFIL Philadelphia after World War II and then moving to KYW that city as advertising-sales promotion manager.

Wtih the advent of tv, he wrote and produced several weekly programs, becoming DuMont Tv Network advertising-promotion director. In 1950 he joined Paul H. Raymer Co., station representatives, as promotion-research director.


"He tells me
Toledo is spelled 'WSPD-TV'!"
And WSPD-TV spells sales for you in the *Billion Dollar Northwestern Ohio Market!* Only WSPD-TV can give you coverage of this wealthy 23 county area for a total of 406,000 TV homes!
Investigate this market—call Katz!
A STORER STATION
WSPD-TV
TOLEDO, OHIO



"funny thing happened on my way to the studio . . ."

LOOKING altogether unconcerned as they stride off to their day's work, the two above are about to write a new page in broadcast precedents. They are Jim Kirk (l), manager, and Vern Arnette, commercial manager, of WMOP ("wetmop") Ocala, Fla., about to do a full day's broadcasting 15-ft. below surface in Florida's famous Silver Springs.

As the pictures below testify, they did. Why is debatable, but the fact is that tv, newspapers and newsreels were on hand to cover the event, and a below-surface telephone rang all day with requests from listeners.

Messrs. Kirk and Arnette set up shop from 6 a.m. to 7:15 p.m. last Thursday in a 3'x8'x8' air lock where, among other things, they interviewed visitors who stopped by. News bulletins and meals were brought down in air tight containers by other divers.

After the broadcast, Mr. Kirk said, "This is more than a stunt. It further proves the extreme versatility of radio." And who's to deny it?

AQUATIC broadcasters Arnette (l) and Kirk at work underwater.

MANAGER Kirk on the way down to the air lock 15-ft. below.

WSVA-AM-FM-TV Announces Changes; P, G, W Appointed

PERSONNEL changes at WSVA-AM-FM-TV Harrisonburg, Va., were announced last week by General Manager Hamilton Shea.

Howard (Bud) Evans, who has been with the stations two years, has been named general manager for both radio and tv, and Lee Dechert, WSVA sales representative and air personality for the past 12 years, becomes local sales manager.

Richard Johnson, with WSVA since 1941 and previously program director, takes over the newly-created post of manager of sales promotion. Andy McCaskey will manage audience promotion and station publicity.

Wip Robinson has been named news editor; Homer Quann has become manager of the farm department; Alvin Mullenax takes over program director duties in radio, and Robert E. Lee continues as manager of the television program department.

Mrs. Virginia C. Lindamood is director of women's activities for radio and tv; R. D. Coleman, traffic; Harold Wright, business manager, and Warren L. Braun is in complete charge of radio and tv engineering with a staff of 12 engineers and production specialists.

Appointment of Peters, Griffin, Woodward Inc., as WSVA-AM-TV representatives, also was announced last week by Mr. Shea. The appointment was effective Sept. 1. The Harrisonburg stations are jointly owned and operated by Shenandoah Valley Broadcasting Inc. and Transcontinent Corp. WSVA operates on 5 kw at 550 kc and WSVA-TV on ch. 3.

Rios to KITO Managership, Schofield Moves to KRKD

RAY RIOS, commercial manager of KRKD Los Angeles, has been appointed general manager of KITO San Bernardino, Calif., it was announced last week by Frank Oxarart, vice president and general manager of Continental Telecasting Corp., parent company of Cosmopolitan Broadcasting Co., KITO licensee. Mr. Rios has been in Los Angeles radio since 1929, much of that time with KRKD.

Dick Schofield, commercial manager of KXLA Pasadena, Calif., has been named to succeed Mr. Rios at KRKD, Mr. Oxarart said. Effective today (Monday), KRKD changes program format to all country and western music, he added, with three new disc jockeys appointed to the KRKD staff. They are Tom Brennen and Joe Nixon from KXLA and Joe Allison from WSIX Nashville, Tenn. KRKD assistant general manager is Keith Kirby.

New Power for KSBW-TV

QUARTER-MILLION dollar full-power installation of KSBW-TV Salinas-Monterey, Calif., on top 3,328-ft. Fremont Peak will go into operation Sept. 11, President John C. Cohan has announced. The new transmitter will bring all available CBS-TV and NBC-TV color shows into the area this fall. Claimed service area is extended to include four new counties including the markets of San Jose, Merced and Modesto. KSBW-TV is assigned 240 kw on ch. 8.

DOCUMENTS transferring WHAM-AM-FM-TV Rochester, N. Y., from Stromberg-Carlson Corp., a division of General Dynamics Corp., to Transcontinent Television Corp. are signed by officials. L to r (seated) are David C. Moore, president of Transcontinent, and Lambert J. Gross, vice president of finance, General Dynamics, and (standing) Arthur E. Heimbach, president, General Railway Signal Co., Rochester, and John P. McGuire Jr. assistant counsel, General Dynamics. Two days after the purchase was completed, Transcontinent sold WHAM Radio to Riggs & Greene Broadcasting Corp.

★ ★ ★

Transcontinent Sells WHAM To Riggs & Greene Bcstg.

WHAM Rochester, N. Y., was sold by Transcontinent Television Corp. to Riggs & Greene Broadcasting Corp. last Wednesday, two days after it was purchased, along with WHAM-TV, by Transcontinent from the Stromberg-Carlson Corp. [AT DEADLINE, Aug. 27].

John S. Riggs, Elmira, N. Y., attorney, and F. Robert Greene, Buffalo advertising executive are president and vice president, respectively, of Riggs & Greene.

Mr. Greene will be general manager of WHAM. He was associated with WGR Buffalo as commercial representative from 1934 to 1946 and as assistant general manager from 1946 to 1953. Since then, he has been head of Finley H. Greene Advertising Agency, Buffalo.

Arthur Kelly, longtime sales manager of WHAM, will continue in that position. WHAM's program manager is Lockwood (Dick) Doty, former NBC news commentator and, for the past three years, WHAM disc jockey. Raymond Lucia, supervisor of radio engineers under the combined WHAM Radio and WHAM-TV operation, will be chief engineer of WHAM.

O'Connor Buys Florida Am

WPFA Pensacola, Fla., was sold Aug. 24 to J. W. (Bill) O'Connor, veteran Chicago radio-tv announcer, for $77,500, subject to FCC approval. Broker was Blackburn-Hamilton Co. Mr. O'Connor is co-owner of Lucas-O'Connor Films, Evanston, Ill. Selling firm is Lamar Outdoor Adv. Co., headed by Charles W. Lamar Jr., WPFA president, and Kevin P. Reilly, general manager. Station operates on 790 kc 1 kw daytime. WPFA-TV, ch. 15 outlet, is dark.

KGGM-TV Network Color Set

KGGM-TV Albuquerque, N. M., has purchased necessary equipment and plans to begin colorcasting CBS-TV network color programs Oct. 6, President A. R. Hebenstreit has announced. At the same time, the ch. 13 outlet will boost its power to 89.1 kw, using a new General Electric transmitter.

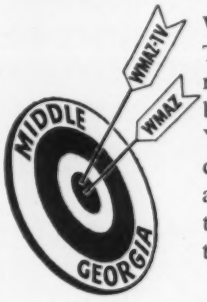
JOSEPH J. WEED (r), president of Weed Tv Corp. and founder of Weed & Co., station representative, congratulates Ed Atwood, this year's recipient of the Joseph Weed Scholarship at Iowa State College, Ames.

SUPERMARKET!

$160 MILLION WORTH OF GOODS SOLD LAST YEAR IN METROPOLITAN MACON!

Here's dramatic proof that Macon is truly the *supermarket* of fast-expanding Middle Georgia. The Macon market, with a 41.6% increase in retail sales during the past five years, topped all but three of the nation's top 25 markets in *sales growth*. Macon retailers last year rang up a total of nearly $160 million in sales. This industrially-rich, agriculturally-prosperous area is *on the move* . . . and *fast!*

TWO STATIONS—AND TWO ALONE GIVE YOU OVER-ALL COVERAGE



WMAZ and WMAZ-TV continue to dominate Middle Georgia's broadcast audiences. Your audience surveys document this . . . time and time again. And there's a reason for this, too . . .

GOOD BROADCASTING MAKES THE DIFFERENCE

Add it up: Imaginative local programming. Top network offerings. Middle Georgia's finest facilities. Skillful promotion. Results *command* the attention of all Middle Georgia.

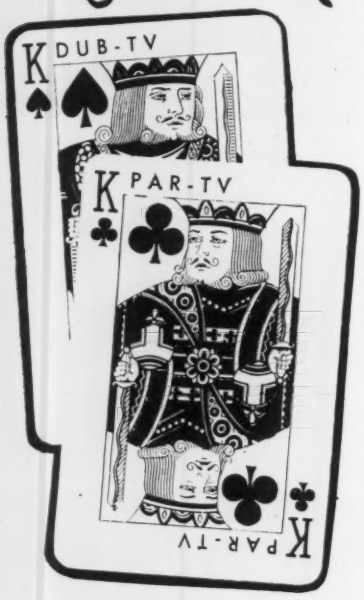
THESE STATIONS MOVE MERCHANDISE:

WMAZ
10,000 Watts—940 Kc—CBS
MEMBER: GEORGIA BIG 5

WMAZ-TV
Channel 13—CBS—ABC—NBC

Represented Nationally by:
AVERY-KNODEL, INC.

2 of a kind—



Commanding a combined "king-size" empire of 194,080 sets! It's all yours with one economnical purchase — the K-DUB Stations "Treasure Island" combination.

CBS

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

THE HOME THAT RADIO BUILT

HAMMER, nails and sweat helped build a $30,000 model house, but radio made it a home.

The house in question—a 1957 split-level structure designed for "young and gracious living"—was put up late this past spring by an enterprising Watertown, N. Y., builder named E. L. Alexander in conjunction with the sales staff of WWNY Watertown, which felt that such a home might provide the perfect showcase for locally advertised goods and services.

Last March, WWNY set out to find a local building contractor who would construct a model home "on spec," that is, strictly for whatever promotional benefits could come his way. In Mr. Alexander, somewhat new to the community, WWNY found not only its man, but one willing to purchase his building material from local suppliers who, in turn, would buy time on the station to promote the completed structure. Minimum requirement was one spot a day for five weeks, for which the supplier not only received his due airtime, but free display space during the actual "house warming." The station also required that the commercial copy contain at least one mention of the WWNY-Alexander tie-in as well as exhibition dates during which the public could inspect the finished house.

On May 13—more than a month before the June 17 opening—over 50 daily spot announcements began hitting the air. The following day, the lot on which the home was to be built was swarming with a host of sidewalk superintendents.

Since WWNY is owned and operated by the *Watertown Daily Times* (which also owns ch. 7 WCNY-TV Carthage, adjacent to Watertown), the station's "house-and-home" project got more than its share of county-wide promotion via tied-in radio, tv and newspaper announcements. Paid radio commercials alone came to 1,800!

By the time June 17 rolled around, more than 25 local merchants and industries (including branches of such national advertisers as Bell Telephone, Ford Motor Co. and Sears, Roebuck had signed up as "underwriters." To give their sales messages more impact, WWNY installed a radio in each room of the house, then sold participations in ten 15-minute "remote" broadcasts direct from the house, so that while local Watertowners—9,000 of them—were actually circulating about the premises, they were hearing programs originating from the very next room.

Says WWNY sales manager Patrick E. Rheaume: "Advertiser acceptance was unprecedented in our station's history. Products and services were sold on the spot [sponsors included interior decorators, auto dealers, sports equipment stores, radio-tv shops, insurance agents, painters, etc.] and several advertisers netted prospect lists to keep them busy for several months!"

It was SRO all the way, added Mr. Rheaume. One dry cleaner regretted his failure to participate in the project. "How nice it'd have been," he was heard to muse later, "to have had my dry cleaning in the open closets."

WFBR Baltimore Goes Hi-Fi

WFBR Baltimore has completed its switch-over of broadcast equipment to facilities capable of the highest fidelity of sound reproduction. The final link in a series of equipment conversions toward this goal came when a hi-fi line connecting the studios at North Ave. with the transmitter on the Patapsco River was put into operation. The new RCA 5 kw high fidelity transmitter was installed last spring.

THE Home Federal Savings & Loan Assn., Tulsa, has signed for alternate sponsorship with TG&Y variety stores of the *Crunch and Des* series on KOTV (TV) Tulsa. Completing arrangements for Home Federal's participation are C. Wrede Petersmeyer (l), KOTV president-general manager, and Louis W. Grant, Home Federal president and chairman of the board.

Bower Named to WKIX Post

ROGER BOWER has resigned as program director of WROW Albany, N. Y., to become general manager of WKIX Raleigh, N. C., it was announced last week.

MR. BOWER

A veteran of both radio and television, Mr. Bower went to WROW a year ago when the Hudson Valley Broadcasting Co. began a campaign to increase the station's audience, which is said to have doubled since that time.

Mr. Bower began his career in New York, where he eventually became senior radio and television director of WOR and MBS. He also directed and produced shows for NBC and CBS.

Reorganization Pays Off for WINN Louisville

WHEN the present owners of WINN Louisville received FCC approval for the station's purchase last November, they embarked on a complete reorganization with three main objectives: (1) to set up intelligent and informative programming that would be entertaining and instructive; (2) to employ personalities that were competent entertainers, and (3) to build a sales promotion department that would sell radio advertising, not by attacking its competitors but by having a superior product.

And, according to Vice President Robert Wasdon, in three short months WINN has climbed in prominence in Louisville and is maintaining its high standing through the use of four outstanding personalities, local news and public service features, extensive promotions "not of the 'giveaway' type" and by conducting a smooth, businesslike operation.

"This growth has not been at the expense of other local stations, for actually WINN has given all of radio in Louisville a new recognition, a greater acceptance and a new awareness of radio's influence . . ." Mr. Wasdon maintains.

WINN, an independent, is Louisville's only 24-hour outlet. The station increased its monthly revenue 100% within a four-month period. It also raised its rates twice within those four months.

The station uses, repeats, publicizes, promotes and establishes the names of its four personalities—Johnny Martin, Bill Gerson, Joe Cox and Pat O'Nan. Mr. Martin's afternoon show has the top Nielsen rating in Louisville. WINN's music programs are not interrupted for more than five minutes at a time, except for religious programming, during the entire 24 hour schedule. WINN plays no rock and roll, no rhythm and blues, no western or country music. "This appeal to fractional audiences is being covered by other local stations," Mr. Wasdon says.

Heavy emphasis is placed on local news. Beeper telephones are used so that news events can be covered as they happen. Special programs are produced for churches, civic clubs and community organizations with the same care put into productions for paying clients, according to the vice president.

After the station's programming had been placed in order, the next phase of the operation was to begin audience and sales promotion to publicize WINN and its programming. WINN's management—including General Manager Glenn Harmon and Technical Director Jack Siegel, besides Mr. Wasdon—all formerly were associated with WLOW Norfolk, Va., where they received seven major awards for effective promotions.

Mr. Harmon arranged trade agreements with the transit company for bus placards and with eight local theatres for trailers publicizing WINN. The station has a weekly mailing of jumbo post cards to 500 Louisville area advertisers and agencies. Memo pads, pocket lighters and similar promotion items are distributed as promotional aids. The station also provides special merchandising for clients on a cost basis.

"We believe that WINN's climb to quick acceptance in Louisville can be duplicated anywhere in the nation, by any station which believes in radio and in itself," Mr. Wasdon said. "Perhaps our experiences will encourage radio stations to originate, to create, to excel, particularly those that have hesitated to change."

New Managers for KSAN In Series of Staff Changes

ELEVATION of Norwood J. Patterson from general manager of KSAN-TV San Francisco to executive supervisor of the combined radio, tv and real estate holdings of owner Sherwood H. Patterson was announced last week. Richard P. Bott, manager of KSAN Radio, has been promoted to general manager of KSAN-TV and is succeeded in the radio post by Len T. Cinnamond, former commercial manager of KNTV (TV) San Jose.

Sherwood Patterson said the movement of the younger Patterson and Mr. Bott, as well as the addition of Mr. Cinnamond, is part of the KSAN "stabilizing plan" and ties in with creation of the KSAN radio and tv center at 1111 Market St., San Francisco. KSAN-TV operates on uhf ch. 32 while KSAN is assigned 250 w fulltime on 1450 kc and has been in operation since 1922.

REPRESENTATIVE PEOPLE

Arthur H. Curtis Jr., formerly head of Chicago tv sales department of George P. Hollingbery Co., to Peters, Griffin, Woodward Inc., Chicago, as account executive. He succeeds **John B. Sias,** transferred to N. Y. office.

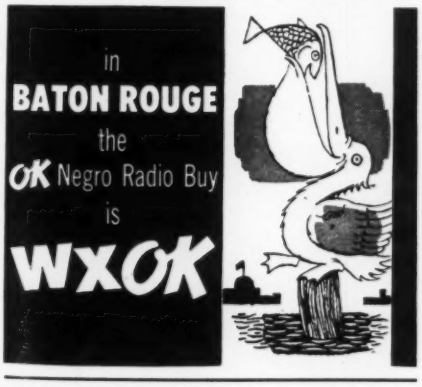
John Sweeney, formerly with Young & Rubicam, N. Y., to Venard, Rintoul & McConnell, N. Y., as salesman.

Arthur R. Trapp, CBS-TV account executive to Hoag-Blair Co., N. Y., in similar capacity.

Doug Carruth sales staff, KOOL-TV Phoenix, Ariz., to Edward Petry & Co., San Francisco office.

Howard McFadden, vice president in charge of radio sales, The Walker Representation Co., N. Y., to NBC Spot Sales radio Department.

John de Waal, account executive with WBBM Chicago, appointed account executive in Chicago with CBS Radio Spot Sales. He succeeds **Ray H. Kremer,** who has been named sales development manager [B•T, Aug. 27].



LATEST RATING REPORT*

WCBM leads in Baltimore!

1st or 2nd in 146 out of 212 ½ hour rating periods!

1st—104 times!

2nd—42 times!

Here is up-to-the minute proof of WCBM's audience domination in the nation's 6th largest market . . . in competition with 9 stations! This outstanding record is just further proof of what we've been saying all along . . . *WCBM definitely offers the lowest cost per thousand in the big Baltimore area!* Want more facts? Just call or write us direct or ask our representative.

*Hooper, June 1956

WCBM
10,000 watts on 680 KC.
Baltimore 13, Md.
THE BOLLING COMPANY, INC.
Representatives

A TENTH CITY has been added by the Atlantic Refining Co. to its schedule of tv weather programs: Savannah, Ga., where WSAV-TV is carrying the five-night-a-week show. Making arrangements for the programs are (l to r) Harben Daniel, president of WSAV-TV; Lou Madden, Jacksonville district manager of Atlantic Refining; T. J. Donohue, N. W. Ayer & Son representative; Bill Shadburn, Atlantic weatherman; Sergeant Lea Jr., Atlantic's assistant advertising manager, and Sam Zurich, Ayer tv production supervisor.

REPRESENTATIVE APPOINTMENTS

WEOA Evansville, Ind., and **WEHT (TV) Henderson, Ky.-Evansville** name Adam Young Inc. and Young Television Corp., N. Y.

KOWH Omaha appoints Adam Young Inc., N. Y., thus becoming second Todd Storz (Mid-Continent Broadcasting Co.) station to go with Young.

WHBL Sheboygan, Wis., names Burn-Smith Co. Chicago, for national sales.

KGST Fresno, Calif., owned by Morrie Mindel, to Forjoe & Co. Forjoe earlier this year was named national representative of new Mindel station KMPA Bakersfield, Calif.

WSKN Saugerties, N. Y., to Thomas F. Clark Co., N. Y., for national sales.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

THE ONE THEY LISTEN TO MOST...

...IS THE ONE TO BUY!

In Roanoke and Western Virginia—that's WDBJ!

your Peters, Griffin, Woodward "Colonel"

has the whole wonderful story

WDBJ CBS radio

AM 960 KC

FM 94.9 MC

Owned and Operated by TIMES-WORLD CORPORATION

PETERS, GRIFFIN, WOODWARD, INC., National Representatives

STATION SHORTS

WWTV (TV) Cadillac, Mich., ch. 13, going on maximum power with installation of equipment increasing power to 316 kw. Station is also completing new enlarged main studio and modernizing studio control facilities.

WSTV-TV Steubenville, Ohio, to begin transmitting network color this fall.

WTCN-AM-TV Minneapolis-St. Paul employes have formed credit union for savings and loans. Credit Union National Assn., Madison, Wis., reports radio-tv employes now operate about 20 credit unions.

KUAM-TV Agana, Guam opening day, Aug. 5 [B•T, Aug. 6] was proclaimed Television Day on island by acting governor of Guam.

WQXR New York will illustrate impact of high-fidelity sound reproduction on broadcasting Sept. 27-30 when WQXR goes on air direct from floor of N. Y. High Fidelity Show in Manhattan. Show, with 79 firms represented, is sponsored by Institute of High Fidelity Manufacturers, Mineola, N. Y.

WAYE Dundalk, Md., has opened Baltimore sales office at 32 W. 25th St.

WJBK-AM-FM-TV Detroit moved to 7441 Second Blvd. Telephone Trinity 3-7400.

WOL-FM Washington has placed new transmitter in operation at West Falls Church, Va., increasing power of its present fm in Silver Spring, Md., from 10 to 20 kw.

WAVE Louisville, Ky., has published Rate Card No. 13. New rates include minute and 20-second announcements in 7-9 a.m. period, priced at $18 and $12 respectively for one time with frequency discounts.

STATION PEOPLE

Lincoln W. Miller, previously assistant to president, KIRO Seattle, appointed vice president. Prior to his four years with KIRO he had been vice president and general manager of KXA Seattle.

Alex Marchand, station director, KALB Alexandria, La., promoted to assistant manager. **Bill DeTournillon,** KALB sales department, named sales manager.

William R. Nutt, promotion and merchandising director, KLOR (TV) Portland, Ore., named to additional duties of regional sales manager.

MR. NUTT

Dave Russell, program director, KFDM-AM-TV Beaumont, Tex., named local sales manager and assistant operations manager for television. **Wes Wise,** KFDM-TV production staff, to program director. **Ed E. Carroll,** KFDM salesman, named sales and operations manager. **Ralph Ramos,** reporter, to head of stations' news department.

Ron Bishop, travel agency manager, Traverse City, Mich., to WWTV (TV) Cadillac, Mich., as promotion and merchandising manager.

Bob Edell appointed promotion and publicity director of WGBS-TV Miami, Fla. **Jack Barry** to production manager.

Shepherd Fired, Hired, Lost, Found

THE SEARCH for Bridey Murphy was rivaled last week by WOR New York's "manhunt" for ex-employe Jean Shepherd [AT DEADLINE, Aug. 20]. On Aug. 17 the station, which had fired Mr. Shepherd, described as an "off-beat" disc jockey, last week re-hired him.

Mr. Shepherd had been discharged on Aug. 17 because he delivered a commercial on his after-midnight program for Sweetheart soap, which had not paid for the time, to prove that he was "commercial" and not merely "talented and erudite," as WOR officials had been telling him for sometime. Sweetheart soap, however, was intrigued by Mr. Shepherd's talent and offered to sponsor him on WOR. On Aug. 26 the station telephoned Mr. Shepherd's home in New Jersey. No Mr. Shepherd. His agent did not know his whereabouts. Another sponsor, the Linguaphone Institute, called WOR to place an order for the Shepherd program. Still no Mr. Shepherd.

After wires, phone calls and newspaper ads, Mr. Shepherd telephoned the station last Wednesday morning and said he would drop in at 11 a.m. He did, and signed his contract. He said that he had been appearing in an educational film in Connecticut. Station executives were slightly mollified (and gratified) to hear that Mr. Shepherd had learned about the "manhunt" on WOR early Wednesday morning. He was scheduled to begin his new WOR show yesterday (Sunday) and promised to be there—positively.

P. S. B•T tried to reach Mr. Shepherd for comment last Thursday evening, but he was unreachable.

Frank Steltenkamp, sales staff, WWJ-TV Detroit, appointed sales development manager.

Bill Stewart, former program director of WNOE New Orleans and since March with Storz station KOWH Omaha, named KOWH program director. **Eddie Clarke,** morning personality, WHB Kansas City, also Storz outlet, transferred to firm's WTIX New Orleans as program director and "Morning Mayor." He succeeds **Dave Croninger,** now program director of new Storz acquisition, WQAM Miami, Fla.

MR. DOWTY

Byron Dowty, program director, KDKA-TV Pittsburgh, to KFMB-TV San Diego, Calif., as program manager, effective Sept. 12.

Clyde W. Johnson, program director, KLOH Pipestone, Minn., named program director, WFIN Findlay, Ohio.

Duane Hill, production manager, KUTV (TV) Salt Lake City, named operations director. **LaMar Smith,** executive producer, WOI-TV Ames, Iowa, to KUTV as production manager.

Bob Shaw, staff announcer, WHAI Greenfield, Mass., to chief announcer, WGUY Bangor, Me.

Dean Anderson, Good-All Electric, Ogallala, Neb., to KHOL-TV Kearney, Neb., as account executive. **Lloyd Lee Graff,** news director, KHAS Hastings, Neb., to KHOL-TV as announcer-production assistant.

Lew Morse, formerly in sales department of Smith-Gandy Ford Agency, Seattle, to KTVW (TV) Seattle-Tacoma as account executive. **Betty Shweid,** formerly sales secretary for S&K Sales, San Francisco, succeeds **Gloria Towey** as secretary at KTVW. Mrs. Towey resigned following recent marriage.

Tom Storey, film department, WLWT (TV) Cincinnati, appointed film director succeeding **Grace Payne,** retired. **Joe Fiorini** named assistant to film director.

Tom Watkins, formerly with KUTV (TV) and KSLA-TV, both Salt Lake City, named daytime supervisor of production operations for WHEN-TV Syracuse, N. Y.

Bob Wolff, sportscaster, WWDC Washington, signed by WPIX (TV) New York for play-by-play of 1956-57 Madison Square Garden events. He continues daily show on WWDC.

John Ademy, WCAO Baltimore, to WAYE that city for afternoon show.

Dick Carlson, WOW-TV Omaha, promoted to fulltime staff director; **Bob Osborn** to chief production assistant and parttime director and **Dick Higgs** to parttime director.

Nat Wright, morning personality, WPIK Alexandria, Va., to WWDC Washington for 1-6 a.m. show.

Joe Hyder, disc jockey, WADK Newport, R. I., to WMOO Milford, Mass., Oct. 1.

Mike Woloson, WNOR Norfolk, Va., personality, to New York.

Mike Levine, Pittsburgh newspaperman, to news staff of KDKA Pittsburgh. **Jane Schultz,** writer, WWSW Pittsburgh, to KDKA continuity staff.

Elaine Sahley, recent tv school graduate, to WTAP-TV Parkersburg, W. Va., as traffic director. **Herb Fine,** recent graduate of Michigan State College, to WTAP-TV production staff.

now's the time for all good men to come to the aid of the party...

comes the campaign, polish up those party planks with brisk, bright, winning band music

The Sesac Library's "B" Section, now available separately, will get your station votes every time

send for prepaid audition discs

THE sesac TRANSCRIBED LIBRARY

(now available in sections)

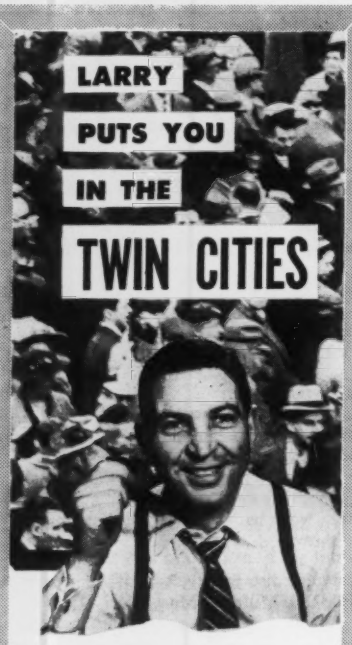
THE COLISEUM TOWER ■ NEW YORK 19

Karl King Band

Roy W. Baker's National Symphonic Band

Robert A. Williams' All-American Band

324 selections from $7-$9 a month



There's no secret to Larry Bentson's "pull" in Minneapolis-St. Paul. It's B-5—his Big 5 disc jockeys who pull a tremendous listening audience.

These boys really sell!

They're the reason WLOL leads all independents and three network stations in share of audience . . . why WLOL leads all stations in out-of-home listeners.

They're the reason more advertisers sell more products on WLOL than on any other independent station in the Twin Cities orbit . . . why you get more homes per dollar on WLOL.

So let Larry put YOU in the Twin Cities—in solid with 1,500,000 B-5 fans.

WLOL

MINNEAPOLIS ST. PAUL
1330 on your dial 5000 watts
LARRY BENTSON, President

Wayne "Red" Williams, Mgr., Joe Floyd, V.P.

Represented by AM Radio Sales

WBT Gets Confession

WBT Charlotte, N. C., secured an on-the-air confession by a woman and man charged with the robbery of a local service station. A Charlotte judge, hearing the broadcast, expressed the opinion that "there really isn't much use having a trial —those people just made a public confession (on WBT)." WBT News Editor J. B. Clark interviewed the pair, as well as their victim, on the station's *Profile* program.

Harry B. Schaechter, formerly with Harold Koch Adv., N. Y., and Maxwell-Davis Adv., Hartford, Conn., to public relations staff of WKNB-AM-TV New Britain, Conn.

Joe Lake, commercial manager, WFMY-TV Greensboro, N. C., appointed by state governor to speaker's bureau of N. C. Traffic Safety Council.

Frank Bradley, newscaster, WKZO Kalamazoo, Mich., father of boy, Cory Quinn.

Ernie Garven, staff musician, WCCO Minneapolis-St. Paul, father of boy, Robert.

Alan Jay, announcer, WNYC New York, father of boy, Steven Lee, Aug. 23.

John C. Mullins, president, KBTV (TV) Denver, married Martha Halliburton Dirickson Aug. 29.

Guiseppe Leopoldo Milani (Chef Milani), KABC-TV Los Angeles, married June Siriann September 2.

Col. J. H. Long, president, WSAZ-AM-TV Huntington, W. Va., elected board chairman. **Lawrence H. Rogers II,** vice president-general manager, to president. **LeRoy Kilpatrick,** vice president-technical director, named vice president in charge of engineering. Board now comprises **William D. Birke, Edward H. Long, Walker Long, Col. Long** and **Mr. Rogers.**

Bob Stanton, veteran sportscaster and announcer, to WSUN-AM-TV St. Petersburg, Fla., as sports director.

CALL letters of WREX-TV Rockford, Ill., were dedicated recently to the memory of Lt. Rex Caster, son of L. E. Caster, WREX-TV president, who was killed in action in France during World War II. Taking part in dedication program were (l to r) Mr. and Mrs. Caster and Sen. Everett Dirksen (R-Ill.), guest speaker, as the memorial tablet was erected and unveiled.

Western Union Buys 14% of TelePrompter

PURCHASE by Western Union of a minority interest—approximately 14% of issued shares —in TelePrompter Corp. was announced last week by WU President Walter P. Marshall.

Subject to approval by TelePrompter stockholders, Western Union bought 20,000 shares of authorized but unissued shares at $25 a share, a total of $500,000. In addition, Western Union agreed to purchase subordinated convertible debentures totaling $250,000, making it a $750,000 transaction.

TelePrompter President Irving B. Kahn, who signed the agreement with Mr. Marshall, said the transaction had no connection with the current movement, led by TelePrompter, for the formation of a nationwide, privately owned broadcasting industry wire communications network [B•T, July 1]—although, he added, the latter project is making good progress. In planning thus far, it has been anticipated that Western Union will supply the equipment and wire facilities for the proposed network.

Political Conventions 'Sold' WU

Western Union was reported unofficially to have been substantially "sold" on the stock purchase when its authorities saw TelePrompter's handling of staging arrangements for the Democratic and Republican National Conventions last month.

The tie-up also provides Western Union with a merchandising organization for its own laboratory developments.

TelePrompter Corp. has grown in its five years from a company with a single device—the TelePrompter itself—to a service organization in which the prompting device is only one factor. A major part of its operation now is in staging group meetings for industry and for civic, religious, educational and political organizations. In all, officials say, it has logged more than a million hours in staging meetings for various companies.

Spokesmen said the WU-TelePrompter transaction is expected to be comsummated within two weeks.

Upper New York Development Plans Underground Tv System

WITH the erection of a 100-ft. master antenna tower at the 4,000-home Whittier Estate project at Kingston, N. Y., the home-building industry reportedly is taking another look at the possibility of developing tracts more than 60

LIBEL
SLANDER
PIRACY
PRIVACY
COPYRIGHT

Guard against embarrassing loss by having our unique, special *INSURANCE* which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

miles distant from tv transmitting facilities. As suburban areas have expanded, realtors have reached an impasse in building outside of station orbits because people want to be within receiving distance of tv signals.

The new antenna, owned and operated by Masterplanned Inc., builders of the Whittier project, will allow each of the 4,000 homes to pick up New York tv stations (transmitters some 100 miles away) through a system of coaxial cables buried three feet below ground. The 100-mile system of cable, plus antenna, will be installed—at a cost of $2.5 million—and serviced by Jerrold Electronics Corp., Philadelphia. It will eliminate the use of unsightly roof antennas and will cost each home owner $2 a month rental. It will be located far enough from the development itself to prevent "aesthetic damage" to the architectual layout.

Muzak Sues Rival On Pirating Charge

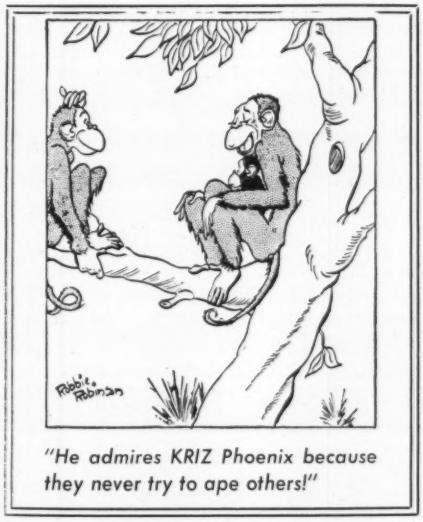
MUZAK Corp., New York, last week filed suit against a rival background music service, Tel-a Tune Music Systems, Elizabeth, N. J., charging unfair competition in selling special radio receivers designed to pick up the Muzak program service broadcast by WBFM-FM New York. The action was filed in U. S. District Court for the District of New Jersey.

The suit charges that these receivers, by electronically eliminating unwanted advertising and vocal material from the broadcasts, in effect give Tel-a-Tune customers the Muzak service. It further claims that Tel-a-Tune is providing the service "without consent, license or authorization from Muzak and unlawfully appropriating the financial benefits of Muzak's 20 years of research, experimentation and expenditures . . . in the development, promotion, advertising, merchandising, distribution and sale of plaintiff's background music service." The suit asks that Tel-a-Tune "be restrained from using Muzak music."

The complaint also names Quality Market, operating under the name of National Super Market, Westfield, N. J. The suit contends that the market gave "public performances for profit" on its premises of tunes owned and copyrighted by Muzak, without payment of royalties. Three tunes and their copyrighted numbers are specified in the action, and Muzak requests Quality Market be restrained and enjoined from using the selections, pay damages of $250 per tune, plus costs, and be decreed from performing them. A Muzak spokesman told B•T that Quality Market was a client of Tel-a-Tune.

Harry Wichansky Tel-a-Tune president, told B•T last Thursday that his company had not been served with papers up to that time, and labeled Muzak's action "publicity-inspired." He denied that his organization "ever has sold receivers and has no such intentions."

A spokesman for Tel-a-Tune said the organization was formed in 1945, primarily as a background music service company in the Elizabeth area, but now has "mushroomed" with wire service networks throughout New York and New Jersey. Last spring, he said, Tel-a-Tune signed a contract with WAAT Newark for two multiplex channels on that station's fm transmitter.



"He admires KRIZ Phoenix because they never try to ape others!"

Top Sales Year in History Reported by Capitol Records

CAPITOL RECORDS Inc., Hollywood, had the best year in the firm's 14-year history during the fiscal year ended June 30, according to President Glenn E. Wallichs. Capitol reported sales of $25,647,468 and a net income of $3,209,869 before taxes, compared to $21,308,633 and $920,022 for a comparable period last year.

After $1,610,502 paid in Federal and Canadian income taxes, the recording company's net income was $1,599,367. This amounted to a dividend of $3.35 per share on 476,230 shares of outstanding common stock. Net sales represented an increase of 20% over the year ended Dec. 31, 1955, and an increase of 51% over calendar year 1954.

In reporting on Capitol's new music library service for radio and tv stations [AT DEADLINE, Aug. 27], B•T erroneously reported that Capitol is offering its basic popular record out to stations, with a price of $1.60 quoted. Capitol is offering its album output (guarantee of 70 albums annually) plus cue sheets, background notes, etc., for $15 per quarter. Basic package of 70 best-selling albums is available for a flat $60.

Song Ads, Others Face Suit On Burgermeister Commercials

COMPOSER-PUBLISHER Don Robertson filed suit in federal district court at Los Angeles last week to restrain radio-tv use of a new musical commercial for Burgermeister beer produced by Song Ads Film-Radio Productions, Hollywood, charging copyright infringement on his popular song "The Happy Whistler." Exemplary damages of $50,000 each are being sought from Song Ads, San Francisco Brewing Co. (Burgermeister), KNX, KMPC and KLAC, all Los Angeles, plus other "Doe" stations.

Hearing is scheduled Sept. 10 on the preliminary injunction. Don Estey of Song Ads said the commercial is based on "Clementine," public domain material, and that the firm is fully insured by Lloyds of London.

PROGRAM SERVICE SHORT

Harmonia Pub. Co., N. Y., member of BMI, has recorded songs of Erich J. Wolff in Bavaria and Vienna. Singers are Frederick Guthrie and Patricia Brinton, American opera singers appearing abroad. Pre-release discs are being made available to broadcasters prior to fall commercial release.

PROGRAM SERVICE PEOPLE

J. Spencer Ris named southern manager, Cramer & Lydecker Productions, L. A. radio syndicator. He headquarters in Dallas, Tex., at 202 W. Pembroke Ave.

...IN SHREVEPORT

THE PLACE TO BE IS CHANNEL 3

• LEADING IN TOP SHOWS
Morning, Afternoon, Night

Feb. 1956 ARB Shreveport Area Rating Survey

• LARGER AUDIENCE
• BETTER COVERAGE
• MAXIMUM POWER

KTBS-TV CHANNEL 3
SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

3M ACQUIRES CROSBY ELECTRONICS DIV.

Undisclosed sum involved in transaction whereby Minnesota Mining takes over firm's research programs, including video tape recorder.

BING CROSBY enterprises and Minnesota Mining & Manufacturing Co. last week completed a deal whereby the latter will take over certain research programs previously conducted by the electronics division of the Crosby organization—including work on a video tape recorder.

For a down payment of $75,000 toward an undisclosed sum, 3M acquired equipment and inventories of the Crosby electronics division. Included in this equipment is the video tape recorder developed by the Crosby research group.

Under terms of the agreement, a group of Crosby researchers will become 3M employes, according to Herbert P. Buetow, president of Minnesota Mining & Manufacturing Co. This group is headed by John Mullins and Wayne Johnson, who for several years have been engaged in a number of projects involving a video tape recorder.

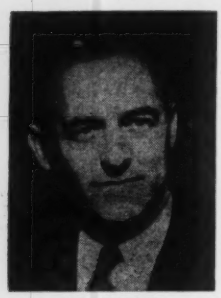
Mr. Buetow said that a number of Crosby patents acquired by 3M will be paid for from future sales of the products. He added, however, that at the present time his company had no definite plan to manufacture the video tape recorder commercially.

"Our interest in it is that since we are tape manufacturers, we like to keep on top of the tape business. Whether we manufacture it or three or four other companies manufacture it, is not too important," Mr. Buetow declared.

In answer to a question as to whether 3M would continue to sell recording devices to the government, as has the Crosby Enterprises, Mr. Buetow said that that, too, is indefinite.

Rosen Elects Elliott Executive Vice President

JOSEPH B. ELLIOTT, former executive vice president of consumer products, RCA, has been elected executive vice president of Raymond Rosen & Co., Philadelphia, Thomas F. Joyce, Rosen president, announced last week. Mr. Elliott took over his new duties Sept. 1.



MR. ELLIOTT

The Rosen company is a distributor for RCA, RCA-Whirlpool and other appliances and products. Mr. Elliott represented RCA on the Radio-Electronics-Television Manufacturers Assn. board of directors. He has 30 years experience in the industry, including 21 years with RCA.

WAGM-TV Gear Shipped

SHIPMENT of a 5-kw transmitter and associated equipment to WAGM-TV Presque Isle, Me. (ch. 8), was reported by Allen B. DuMont Labs last week. The new on-air date for WAGM-TV is Sept. 15.

AB-PT, Western Union Buy Into Instrument Company

AMERICAN Broadcasting-Paramount Theatres, New York, and Western Union Telegraph Co., New York, announced last week that each has purchased a 25% interest in the Wind Tunnel Instrument Co., Newton, Mass. (aeronautical engineering and instrument products).

Wind Tunnel Instrument is the third company in which both Western Union and AB-PT have joint financial interests. Each company owns one-third of the stock in Microwave associates Inc., Boston, designers and producers of magnetrons, radar components and other electronic devices. Last March, each company purchased a 22% stock interest in Technical Operations Inc., Arlington, Mass., a nucleonic, electronics and operations research firm. Last week, Western Union also bought into the TelePrompTer Corp. (see story page 72).

Motorola Tv Prices to Rise

MOTOROLA INC., Chicago, in a letter to distributors announced last week it is raising suggested list prices on portable television sets and 21 other tv models, effective Oct. 1. It will boost 14-in. portables by $20 and other portables and 17-in. models $10. Sets in the 21-in. and 24-in. categories will go up $10 and $20. The letter stated that Motorola was in basic agreement with other firms that have announced price boosts because of "dangerously" low competitive prices, but that these companies have ignored the portable category where "the lack of marginal profit . . . is already affecting everyone's financial welfare."

CBS Gives First Order For ORRadio Videotape

ORRADIO INDUSTRIES Inc., Opelika, Ala., Aug. 27, received from CBS-TV its first commercial order for Videotape, according to John H. Orr, president of the firm which manufactures Irish Brand magnetic recording tape.

Videotape is the new magnetic tape which will record both picture and sound simultaneously on the same strip and was designed for use in Ampex's new recorder. "It (the order) is the culmination of months of research and experiment in which ORF also worked jointly with the Ampex Corp.," Mr. Orr said.

Ampex's recorder, makes it possible to record and reproduce tv programs on a single reel of two-inch magnetic tape, operating at a speed of 15 in. per second. A 14-in. reel, carrying approximately 5,000 ft. of tape will record a 65-minute program and play it back without processing of any kind.

ORRadio has promised delivery to CBS-TV within a month.

DeLong Promoted by GE

ADVANCEMENT of Henry F. DeLong from manager of manufacturing in General Electric's incandescent lamp operations, Cleveland, to general manager of GE's cathode ray tube department in Syracuse, N. Y., was announced last week by L. Berkley Davis, general manager of GE's new electronic components division.

MR. DeLONG

Mr. DeLong, who will assume his new post Oct. 1, has been with the company since 1934 and has served in various engineering and production executive capacities.

Fm Tape System Announced

AUTOMATIC tape reproducing and music programming system especially designed for fm multiplex licensees, wired music services and on-premise background music installations has been announced jointly by Audiomation Labs, Upper Darby, Pa., and Magne-Tronics, New York. The system updates the music content of any eight-hour tape by automatically inserting current tunes and selections and permits variety in programming by inserting, also automatically, intermixing of musical content of any two tapes. A national organization now is being set up to market services as a package.

MANUFACTURING SHORTS

RCA, Camden, N. J., has reported shipments of 3-vidicon color film cameras to WNEM-TV Bay City, Mich. (ch. 5), and WISH-TV Indianapolis (ch. 8); two live color studio cameras to NBC in Hollywood, two to KGW-TV Portland, Ore. (ch. 8), and two to WRCV-TV Philadelphia (ch. 3), and 24-section superturnstile antenna to WHYY (TV) Philadelphia (ch. 35-educational).

Sylvania Electric Products Inc., Warren, Pa., Parts Div. has bought Titusville, Pa., plant of

SUPER is the word for STANDARD **Sound Effects**

Over 1000 effects—Send for your FREE catalog and a copy of CUE-TEASERS, a collection of spots cued to sound effects as attention getters.

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto
New York: Charles Michelson, Inc.
45 West 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Ruel H. Smith Enterprise for expansion into plastic field. Marion E. Pettegrew is vice president and general manager of division.

Westinghouse Electric Corp. Radio-Tv Div. has unveiled new line of three 14-inch portable tv sets featuring firm's new printed circuit, 15-tube horizontal chassis and a 90° aluminized picture tube. Two-tone colored models, each weighing 27 lbs., will retail at $129.95.

R. L. Singer Co., Glen Rock, N. J., appointed sales representative for southern New York State and northern New Jersey by Foto-Video Labs, Little Falls, N. J., manufacturer of tv and other broadcast communication equipment.

Midland Distributing Co., Billings, Mont., appointed distributor for radio-tv division of Sylvania Electric Products Inc., N. Y.

Allied Radio Corp., Chicago distributor of electronic parts and equipment, has released 1957 general catalog comprising 356 pages and more than 27,000 items.

Eitel-McCullough Inc., San Bruno, Calif., manufacturer of Eimac electron power tubes, has announced new 300-w anode dissipation ceramic power transmitting tetrode. Designated 4CX300A, tube is 2¼x2½ in. in diameter and was developed for severe environments.

J-V-M Engineering Co., Lyons, Ill., offering custom line of microwave and uhf components which includes standard and job-engineered complex units. Line includes cavities, mixers, duplexers, multipliers, rotary joints, twists, bends and others.

Northeastern Engineering Inc., Manchester, N. J., has appointed Frazar & Hansen Ltd., San Francisco and N. Y., as export representative for electronic product sales.

Amplifier Corp. of America, N. Y., announces all repairs on Twin-Trax recorders being handled by firm's authorized service station: Electronic Maintenance, 172-24 Jamaica Ave., Jamaica 3, N. Y.

Alden Products Co., Brockton, Mass., has published *Quick Index Guide* of Alden basic components for plug-in unit construction. Illustrated leaflet contains series of hardware components necessary to mount, house, fasten, connect and monitor electronic or electrical circuitry and gives prices and specifications.

MANUFACTURING PEOPLE

Morton M. Schwartz, president of Olympic of Chicago Inc., midwest factory distributing branch of Olympic Radio & Tv Corp., division of Unitronics Corp., N. Y., named vice president in charge of sales of Olympic division, succeeding **Herbert Kabat,** resigned. Also appointed: **William Goldy,** president of Olympic of Southern California Inc., L. A., to additional post of director of western operations.

Carl L. Krumrei, general sales manager, Chicago Div. of Philco Distributors Inc., Phila., appointed division general manager, succeeding **J. A. Bilheimer** who recently formed company to handle Philco distribution in Denver area. **Walter Eichelberger,** formerly sales manager for electronics, succeeds Mr. Krumrei as Chicago general sales manager. **Cyrus H. Warshaw,** manager of semi-conductor sales, Lansdale (Pa.) Tube Co. Div. of Philco Corp., Phila., named general sales manager.

Henry F. Callahan, general manufacturing manager, Salem, Mass., lighting division of Sylvania Electric Products Inc., N. Y., appointed division general manager.

— PERSONNEL RELATIONS —

IATSE President Reports Growth in Television Field

INTERNATIONAL Alliance of Theatrical Stage Employes (AFL-CIO) is continuing to improve its position in the television field, particularly in films and closed-circuit, according to a progress report submitted by Richard F. Walsh, president, during the union's biennial convention in Kansas City Aug. 20-24. Mr. Walsh told delegates:

"The most significant tv development of the past two years has been a big increase in the percentage of programs produced on film. Today we have agreements with more than 300 television film producers in Hollywood, plus approximately a hundred in New York."

The growth of closed-circuit television and other special tv services (such as those provided by TelePrompTer Corp. and Cellomatic Corp.) has provided IATSE with other contract opportunities, Mr. Walsh said. He reported that contracts of this type have been signed with TelePrompTer, Cellomatic, Theatre Network Television, East-West Tv Business Conferences of Toledo and Sheraton Closed-Circuit Television Inc.

AFM Opens West Coast Office

AMERICAN Federation of Musicians has leased offices in the new Crowell-Collier Building in Beverly Hills, for its new west coast headquarters, to service more than 100 AFM locals in that region. Herman D. Kenin, member of the AFM International Executive Board, will be in charge. He has resigned as president of AFM Local 99, Portland, Ore., to assume the new post.

— PROFESSIONAL SERVICES —

American Bar Assn. Elects Charles S. Rhyne

CHARLES S. RHYNE, Washington attorney who numbers radio and tv broadcasters among his clients, was elected chairman of the American Bar Assn.'s House of Delegates at the ABA convention in Dallas, Tex., last week.

Mr. Rhyne, senior member of the law firm of Rhyne, Mullin, Connor & Rhyne, is immediate past president of the District of Columbia Bar Assn., and has been active in the affairs of the Federal Communications Bar Assn.

Willing Offers New Service

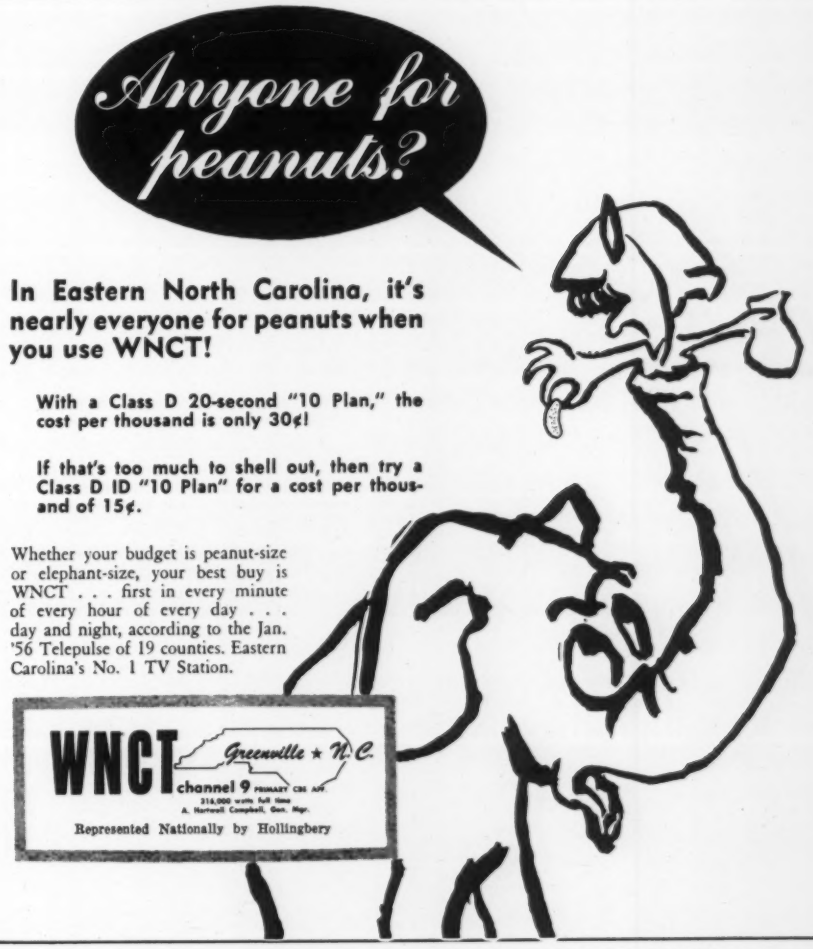
A NEW division of the Jules Z. Willing personnel agency in New York will deal solely with placing communications personnel and will apply the "confidential intermediary" principal to job placements. Richard S. Bacharach, former radio-tv packager, will head the new service.

PROFESSIONAL SERVICE PEOPLE

Sylvia D. Kessler has moved Washington law offices to 1411 Pennsylvania Ave., N. W.

Edward de Grazia, Washington office of Kirkland, Fleming, Green, Martin & Ellis, on leave of absence from law firm to take position with UNESCO as legal advisor at Paris.

Richard S. Smith, Chicago office of Harshe-Rotman Inc., public relations, promoted to assistant group supervisor.


Anyone for peanuts?
In Eastern North Carolina, it's nearly everyone for peanuts when you use WNCT!
With a Class D 20-second "10 Plan," the cost per thousand is only 30¢!
If that's too much to shell out, then try a Class D ID "10 Plan" for a cost per thousand of 15¢.
Whether your budget is peanut-size or elephant-size, your best buy is WNCT . . . first in every minute of every hour of every day . . . day and night, according to the Jan. '56 Telepulse of 19 counties. Eastern Carolina's No. 1 TV Station.
WNCT
Greenville ★ N. C.
channel 9
Represented Nationally by Hollingbery

AWARDS

Radio-Tv Awards Presented At State Fair in California

GOV. Goodwin J. Knight of California was to present annual awards of the California State Fair and Exposition to state radio-tv stations last Saturday (Sept. 1) at the Sacramento fairgrounds. "Top Story" award in tv was to go to KRON-TV San Francisco for its half-hour program on residents of Yuba City returning home following winter floods. Top radio award was to go to KCBS San Francisco for its reporting of the Marcus kidnapping case.

Other awards to be made by the governor at the radio-tv-press banquet: a special award to KNXT (TV) Los Angeles for a report on juvenile delinquency and an honorable mention to KPIX (TV) San Francisco for coverage of the Stephanie Bryan kidnap-murder case. Four citations "for outstanding and, at times, heroic work" during the floods were to be made to KMYC, KUBA and KAGR, all Yuba City-Marysville, and KHUB Watsonville. KSCO Santa Cruz was to receive honorable mention for its summarization of scandal in the district attorney's office.

IRE Names Award Winners

TOP Institute of Radio Engineers' award for 1947, a medal of honor, will go to Dr. Julius A. Stratton, chancellor of Massachusetts Institute of Technology, and Dr. Raymond A. Heising, radio pioneer and consulting engineer now retired, named recipient of founders award. Presentation of both awards will be made March 20, 1957, at IRE's banquet at the Waldorf-Astoria, New York.

Dr. Stratton is being honored for leadership and contributions in development of radio engineering as a teacher, physcist, engineer, author and administrator. Dr. Heising retired three years ago after long association with Western Electric Co. and Bell Telephone labs.

AWARD SHORTS

Alan Scott, program host, *Let Scott Do It.* WRCV-TV Philadelphia, given Junior Chamber of Commerce award for show's daily roving camera feature, cited for civic and educational value.

KHOL-TV Kearney, Neb., was awarded certificate of appreciation by U. S. Navy for furthering Navy-community relations. Station homemaker **Maurine Eckloff** named honorary Navy recruiter for service to recruiting effort. KHOL-TV also received gold-inscribed Bible from American Bible Society for promotion of Bible reading.

PLAYBACK

Quotes worth repeating

SHAKESPEARE'D BE HAPPY

Oscar Hammerstein, writing for the Associated Press:

MANY who are predicting the demise of the theatre are excluding from their considerations the electronic media of radio, television and the movies. If you accept this limited conception, then most certainly the theatre, if not dying, is certainly shrinking. . . .

. . . But in my own conception of the theatre, these electronic media must be included. I believe that wherever there is an audience and a stage or a screen, or any frame within which actors are reading lines written by playwrights, or singing songs written by composers, there is theatre. . . .

As for audience interest, the legitimate theatre in its heyday could never have played to as many people in one season as tv now plays to in one night . . . Many assume that it is a bad influence on the theory that as you broaden the base of an audience, you must write down to them. I do not agree. William Shakespeare was aiming to please as large an audience as he could possibly reach . . . If Shakespeare could have reached an audience of 60 million people on one day, he would have been delighted.

OPPORTUNITY KNOCKS

Robert F. Bradford, former Republican governor of Massachusetts, analyzing the political impact of tv for the Harvard Business Review:

FINALLY, when one pauses to look back over the amazing years since tv first broke upon the consciousness of the average politician, what stands out are not the limitations, the expense, the complexities, but, rather, the unparalleled opportunities. Here for the first time is a mechanism by which the entire nation can be reached politically at once with something like unifying force. Here is a tremendous stimulus for political education for voter and nonvoter alike. Here is a means of bringing to bear a tremendous weapon against divisiveness.

EXTRA! EXTRA!

R. W. White, advertising manager of the Montreal *(Canada)* Gazette:

BY ADVERTISING in our own pages a newspaper can do little more than reduce the mortality of existing readership. It cannot attract new readers. So we use radio. It is the nearest thing to the newsboy of former years shouting Extra! Extra!

WHAT'S TV DONE TO US?

Dr. Dallas W. Smythe, professor of economics and communications at the U. of Illinois, in a lecture at the U. of Southern California:

THE most obvious thing tv has "done" to America is to get us to pay attention to it.

In a very real sense, the measure of the effects of tv can be said to be the total of cultural values which drop out of circulation as a consequence of it. From this standpoint, it is the things which are not in tv programs which should concern us, as well as merely those things which are in them.

COMPETE, NOT CANCEL

Edmund Hartmann, president of Writers Guild of America, West:

TO VIEW the flood of major studio features to tv with anything less than alarm would be foolish and a disservice to the guild. However, let us not think for one moment that a large proportion of present tv production will be curtailed. . . .

Granted, these [M-G-M] pictures of yesterday are blockbusters capable of competing with any spectacular or . . . expensive show, but the key word is "compete." "Easter Parade," "Mutiny on the Bounty," "Tale of Two Cities" and the others will provide top competition for the tv audience, but they are not going to cancel more than a small fraction of the 18 hours a day, every day, multi-channel tv programming . . .

TV AND ST. PAUL

Rev. Walter L. Flaherty, director of the Boston Archdiocesan Television Centre, in RCA's Broadcast News:

IN 1955, we've been told, some $3.5 billion was spent on television advertising in order to sell beer, soap, cigarettes, automobiles, etc. Commercial companies do not spend money foolishly. They know that this kind of advertising sells their products. Should we not spend a little money and expend a great deal of work in order to "sell" Christ to a world which most certainly needs Him?

Archbishop Cushing has said frequently, that if St. Paul were alive today, he would be the first to avail himself of this television medium to spread Christ's truth.

NBC RADIO INSTITUTES 'LOCAL' TOUCH

Three executives, McDaniel, Danzig and Graham, with local station experience promoted to top posts on network's management team. Move made to redesign network to coincide with interests of individual stations.

ADVANCEMENT of three executives to top-echelon posts at NBC Radio was announced last week by Matthew J. Culligan, newly-appointed vice president in charge of the radio network [AT DEADLINE, Aug. 27], in a move designed to bring personnel with extensive local station experience to the network management team.

MR. DANZIG

MR. McDANIEL

MR. GRAHAM

In a closed-circuit report to the NBC Radio affiliates, Mr. Culligan reported the appointments of Jerry Danzig, director of programming and development of NBC owned stations and NBC Spot Sales, as head of an expanded radio network programming department; William K. McDaniel, general manager of the network-owned KNBC San Francisco, as head of sales, and George Graham, administrator of NBC-TV sales, as director of sales service. Mr. Culligan told affiliates:

"These men bring to network radio many varied talents. But they all have emerged from local radio station operations. They know the station's problems. They are the best-equipped men in NBC to relate local station problems to the radio network activities. And, herein may lie the eventual solution of the radio network problem—to do whatever is necessary and practical to redesign the radio network to coincide with your interests, while maintaining the logical interest of NBC."

Mr. Danzig, who has been with NBC since May 1955, entered the broadcasting field in 1935 with WOR New York, where he served for seven years in special events as commercial program manager and director of publicity. Subsequently, he was a director of WINS New York, and for six years with CBS-TV as associate director of network programs, a member of the programs plans board and supervisor of color programs.

Mr. McDaniel was named general manager of KNBC in May 1955, following two years as sales manager of the station. Previously, he had been western division manager of NBC Radio Spot Sales in Hollywood. Mr. McDaniel also has served in sales executive capacities with the Scripps-Howard Radio Corp., in the Midwest, KMPC Hollywood and the former KECA-TV Los Angeles.

Mr. Graham joined NBC in July 1953 as a salesman for NBC-TV's *Today* and later was named sales supervisor of NBC-TV's childrens programs and administrator of NBC-TV sales. Earlier, he had been with the Arizona Broadcasting System, variously as an announcer, salesman and program manager.

NBC Names John Cleary To Tv Programming Post

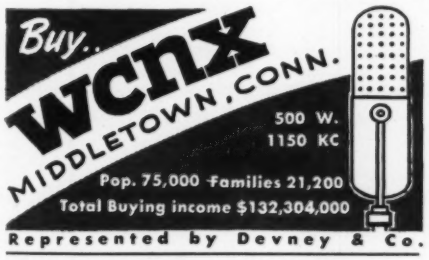
APPOINTMENT of John P. Cleary as a general programming executive for NBC-TV was announced last week by Thomas A. McAvity, vice president in charge of NBC-TV. Mr. Cleary had served as program director of NBC Radio since July 1953 (see story on NBC Radio executive changes, above.)

MR. CLEARY

From 1952 to 1953, Mr. Cleary served as program manager of NBC Radio. He initially joined NBC in 1938 as a page and left in 1940 to become a talent representative. He rejoined the network in 1950 as a radio programming executive, following service with ABC as a producer-director and with Kaster, Farrell, Chesley & Clifford, New York, as radio-tv director.

Carson Signs with CBS-TV

ALTHOUGH he has lost two tv shows already this year—the second one is going off the air Sept. 28—comedian Johnny Carson has been signed to a new five-year contract by CBS-TV. Mr. Carson, star of last season's Thursday night Jell-O program and currently featured on his own daytime program (to be replaced by *Our Miss Brooks* reruns), is discussing possibilities of a new CBS-TV nighttime show, according to Executive Vice President Hubbell Robinson Jr.



KCEN-TV Covers the WACO-TEMPLE CENTRAL TEXAS AREA MARKET

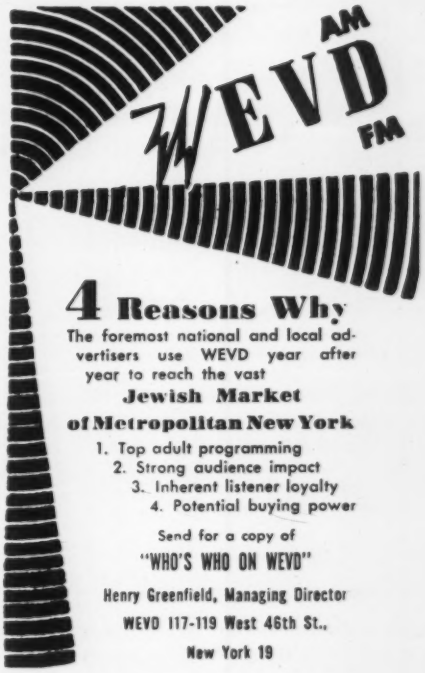
Retail Sales over $775,000,000 in 1955 . . . Going up now!

KCEN-TV

- 833 ft. tower
- Channel 6, VHF
- Max. power, 100 kw
- Full Time

NBC

Representatives:
NATIONAL: George P. Hollingbery
TEXAS: Clyde Melville Co., Dallas
KCEN-TV, 17 S. 3rd, Temple, Texas
OWNED AND OPERATED BY BELL PUBLISHING CO



4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

NBC COLOR SCHEDULE TO INCREASE 500%

Expenditure of $12 million on additional facilities in New York, Hollywood and Chicago makes expansion this fall possible, says Robert Sarnoff, network president.

COLOR-CONSCIOUS NBC intends to increase its evening schedule of color tv programs by more than 500% this fall.

In announcing the network's heavy emphasis on color programming last week, Robert Sarnoff, NBC president, stressed that "enthusiasm for color television on the part of clients and advertising agencies is most encouraging to us and is an essential element in our color planning." He disclosed that major advertisers "are approaching us to arrange for the conversion to color of their programs."

This expansion in NBC's color schedule has been made possible by an expenditure of $12 million in additional color facilities in New York, Hollywood and Chicago, according to Mr. Sarnoff.

NBC's plans call for at least one major color program every night of the week in addition to spectaculars, Mr. Sarnoff said. He pointed out that on some nights, there will be as many as three straight hours of color programming on NBC-TV. He noted that in the fourth quarter of 1956, nighttime color programming will total between 120 and 130 hours, as against 22.5 hours for the fourth quarter of 1955.

NBC-TV's nighttime color schedule (New York Time) for the 1956-57 season was outlined by Mr. Sarnoff as follows:

Sunday—The 9-10 p.m. period will rotate among four series—*The Chevy Show, The Alcoa Hour, The Goodyear Playhouse,* and the *Hallmark Hall of Fame.*

Monday—*Robert Montgomery Presents* (9:30-10:30 p.m.); *The Adventures of Sir Lancelot* (8-8:30 p.m.), starting in January; *Producers Showcase* (8-9:30 p.m.), one week in four.

Tuesday—*The Big Surprise* (8-8:30 p.m.) and *Noah's Ark* (8:30-9 p.m.).

Wednesday—*Kraft Television Theatre* (9-10 p.m.)

Thursday—*The Dinah Shore Show* (7:30-7:45 p.m.) and *Lux Video Theatre* (10-11 p.m.).

Friday—*The Walter Winchell Show* (8:30-9 p.m.) and *The Chevy Show* (9-10 p.m.), one week in four.

Saturday—*The Perry Como Show* (8-9 p.m.), several *Your Hit Parade* programs (10:30-11 p.m.) and the Saturday night Oldsmobile spectacular, one week in four.

The daytime color schedule for the season, Mr. Sarnoff said, will be highlighted by the new Ray Bolger series, *Washington Square,* which will be carried every other Sunday (4-5 p.m.), and *NBC Matinee Theatre* (Mon.-Fri., 3.4 p.m.).

For west coast viewers, Mr. Sarnoff said, NBC will place into service this fall its lenticular film process for recording color tv programs, enabling this audience to see color programs at the same time in the evening as they are seen in the East.

LATEST EDITION • LATEST FACILITIES • LATEST LOCATIONS

42 X 29
WALL MAP OF
✳ TELECASTING

UNITED STATES • POSSESSIONS • CANADA

Showing tv network routes (coaxial cable) . . . color and monochrome available to cities on these routes . . . routes equipped for monochrome only . . . planned routes . . . cities with telecasting facilities . . . one station . . . two stations . . . three stations . . . four or more stations.

Handsomely lithographed on stock suitable for framing as an office decoration . . . as a useful working tool . . . graphically brings all this information up to date . . . listing tv stations on the air as of July 2, 1956.

SINGLE MAP
$1
Mailed anywhere in U. S. postage pre-paid

5—$4.50 25—$20.00
10— 8.50 50— 37.50
100—$70.00

✳ BROADCASTING • TELECASTING
1735 DeSales Street, N. W., Washington 6, D. C.

Send.....TV MAPS to:

_____

_____

_____

_____

$.....enclosed ☐ Please bill

'World' London Pickup To Be Tried This Fall

UPON its return to the tv scene this fall, *Wide Wide World*—NBC-TV's one-season-old program that uses tv cameras as *Monitor* does microphones—will try to live up to its title, literally. Planned for the Sept. 16 show (4-5:30 p.m. EDT) is an attempted pickup of a tv signal from London, England, some 3,000-plus miles away from the pick up point at Riverhead, N. Y. (Long Island).

Barry Wood, executive producer of the program, is relying on a high point in sunspot activity that lasts until about November. Should the pickup fail—and Mr. Wood, who hates to admit failure, concedes it may not quite work in the September telecast—attempts will be made in each succeeding *World* telecast through November or until the transoceanic attempt is successful.

Current plan is to pick up a British Broadcasting Corp. signal on two special television receivers. NBC's cameras will then photograph the screen with the signal microwaved to New York, from where the London-originated picture will be transmitted through the network.

Mr. Wood asserts "it can be done," pointing out that RCA managed to capture such an image from England some 11 years ago when sunspot activity was at its greatest. He is relying on today's improved tv equipment to repeat.

In layman's language, the period of intensive sunspot activity sets up a gaseous ray blanket in the ionosphere (some 60-70 miles from earth) which then is less porous. Thus, in a sense, the tv signal would "bounce" off the "ceiling." What type of signal? Perhaps a dramatic show, says Mr. Wood, who will have a man in London ready to set up a two-way audio contact—and he hopes, visual, too—with Dave Garroway, *World's* host. They will introduce the program then on the air in London.

MBS CHIEF MAKES APPEAL TO AFFILIATES

President John Poor calls for 'whole-hearted cooperation and support' so system may keep its 'firm intention' of staying in network business.

MUTUAL President John B. Poor called upon all MBS affiliates last week to give "whole-hearted cooperation and support" in order that Mutual may make good on its "firm intention" of staying in the network business.

He went on a closed-circuit hookup Wednesday to emphasize to the 540 Mutual affiliates the importance of their signing the new MBS affiliation contracts, clearing time for network orders, and generally cooperating with the network in business-like fashion. Copies of his talk also were being mailed to all affiliates.

Mr. Poor said Mutual has "streamlined" its operations and "without a doubt has the lowest and most efficient operating base of all the networks." But, he reminded, "the monies required to run on a break-even basis are substantial." He said Mutual has always plowed profits, whenever they occurred, back into programming. As a station-owner, he continued, Mutual knows the importance of a network affiliation and therefore has absorbed any losses incurred in networking. Then he added:

"At some point, however, this network must dollar-wise relate these intangible values our own station operation to the increasing operating losses sustained by the network. We have every firm intention of staying in the network business, but in order to maintain this position we must receive the whole-hearted cooperation and support of the affiliate group. We have to take the position that each station must give a minimum amount of local time to the network for national sale, in order to justify the financial existence of the network. . . ."

Reduces Network Option Time

The new affiliation contract, slated to become effective Nov. 1, substantially reduces the amount of network option time, but calls for stations to "pre-clear" certain hours for network sale. It also provides for affiliates to be paid in the form of programs as well as in cash.

Mr. Poor did not disclose how many affiliates already had signed the new forms, except that "many" signed contracts have been received and "a great many more oral acceptances" have been given. Nor would other MBS officials venture an estimate, pointing out that station relations people were then in the field, contacting stations, and that a count must await their return. Mr. Poor said he realized that many have not executed and mailed the new contracts "due to the pressure of other business." However, he emphasized:

"Commitments must be made by us now, not 30 days from now. Program options must be exercised now. Sales campaigns must be started without further delay and all necessary action must be taken immediately to augment and set the entire plan in motion in order to assure its success."

In working out the new contract, Mr. Poor said, the affiliates' advisory committee felt the reduction in option hours would "be of great assistance" to affiliates, while the network felt this provision "would be workable from the network standpoint only with the full and whole-hearted acceptance of the contract by all the stations, and by the complete adherence to the affiliation contract terms by each station.

"This," he continued, "is an absolute, necessary requirement in order that the network be given the opportunity of raising sufficient income from sales to national advertisers to justify its continued existence.

"We must operate the network as a business. We have a contract which requires affidavits and clearance of programs. We cannot sell something which we do not have. We can show the advertising industry that we can deliver the goods and do it better and faster than any other network. Five hundred forty stations should be an advantage, a tremendous advantage."

Mr. Poor said the problem of "clearance for network orders"—which he had listed as problem No. 2, after the problem of "money"—"can and will be met by better programming as stated heretofore and by the full cooperation of the stations in the matter of delivering the time periods ordered by the network in behalf of national sponsors."

Problem No. 3, he said, is the new contract and its acceptance by stations. The contract, he pointed out, was devised by the affiliates' committee and network officials, and "is a workable one that will prove profitable for you as a station operator."

But "time is of the essence," he added. "We ask you to clear our programs, to answer our conference calls promptly, send in the affidavits monthly, and above all, send in the new contract."

Mr. Poor said that "although my remarks concern Mutual, it is emphasized that our problems are common with those of the other networks and differ only in degree. The problems of all the networks are basically the same."

Katz Named VP, Head Of CBS Day Schedule

CBS-TV is to announce today (Monday) the appointment of Oscar Katz, for the last five years the network's director of research, as vice president in charge of daytime programs. In his new post, Mr. Katz, with CBS research since 1938, will report to Hubbell Robinson Jr., executive vice president in charge of programs.

MR. KATZ

Rising importance of daytime tv for the networks was stressed by Mr. Robinson as an "increasing challenge" in programming which, he said, "calls for creative planning and new techniques." Mr. Katz is fitted for this aspect because of his years "of intensive study and familiarity with viewing habits and audience preferences," according to Mr. Robinson.

Mr. Katz advanced to assistant director of the network's research in November 1942, moved up to associate director, and later became head of the research department.

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AFFILIATES TO GET CBS RADIO PREVIEW

More than 100 stations expected to attend third annual meeting next Monday in N. Y.

THIRD annual meeting of the CBS Radio Affiliates Assn. will be held at the Hotel Pierre in New York next Monday and Tuesday with executives of more than 100 stations expected to attend. Topping the agenda will be a preview and discussion of CBS Radio's plans for the coming season.

Arrangements for the meeting currently are being completed by members of the CBS Radio Affiliates convention committee and network executives. The committee is headed by F. C. Sowell of WLAC Nashville and includes Kenyon Brown, KWFT Wichita Falls, Tex.; Charles Caley, WMBD Peoria, Ill.; Maxim Ryder, WBRY Waterbury, Conn.; Worth Kramer, WJR Detroit; Arnold Schoen, WPRO Providence; John M. Rivers, WCSC, Charleston, S. C., and Donald W. Thornburgh, WCAU Philadelphia.

Among highlights of the first day will be an address by Dr. Frank Stanton, CBS Inc. president. Other first day speakers will be Arthur Hull Hayes, CBS Radio president; Sig Mickelson, CBS vice president in charge of news and public affairs; Howard G. Barnes, vice president in charge of network programs; John Karol, vice president in charge of sales; Ralph Hardy, CBS Inc. vice president; Jules Dundes, vice president in charge of advertising and promotion; Mr. Brown, who is board chairman of CBS Radio Affiliates Assn. and Carroll Hanson, coordinator of news and sports for the network. During the talks, the network's plans for 1956-57 sales, programming, promotion and advertising will be revealed.

Panel to Meet Tuesday

A radio broadcasting panel will meet during the second day of the meeting to discuss specific local sales, programming and promotion problems. The panel will consist of Mr. Sowell as moderator; J. Frank Jarman, WDNC Durham, N. C., representing management; Katherine Peden, WHOP Hopkinsville, Ky., representing sales; Art Schofield, Storer stations, representing promotion, and Sam Gofford, WHAS Louisville, representing programming.

On Monday evening a banquet and entertainment program will be held in the grand ballroom of the Pierre. CBS star Robert Q. Lewis will serve as master of cermonies, with entertainment provided by entertainers Sam Levenson, Don Cornell, Dolores Hawkins, the Kirby Stone Quartet, Enid Mosier and the Trinidad Steel Drummers, and Ray Block and his orchestra.

On the eve of the convention this Sunday, Mr. Hayes and William A. Schmidt Jr., CBS radio vice president in charge of station relations, will play host to members of the association's board of directors at an informal dinner. Three new directors will be installed during the dinner. They are Robert Tincher, WNAX Yankton, replacing Mr. Brown, and H. J. Chandler, KFLW Klamath Falls, Ore., replacing Saul Haas, KIRO Seattle.

A new chairman of the board and three new directors-at-large will be elected at a closed meeting earlier on Sunday. The new members will not take office until association meetings open the next day.

Other board members scheduled to attend the dinner are: Mr. Sowell, who is vice chairman of the association; Mr. Ryder, secretary-treasurer; George D. Coleman, WGBI Scranton; Mr. Thornburgh; Mr. Rivers; Mr. Caley; Mr. Kramer; George B. Storer, Storer Broadcasting Corp., and Frank P. Fogarty, WOW Omaha.

WMGB and WCOD (FM) Richmond, owned and operated by Havens & Martin Inc., will join ABC Radio as affiliates Oct. 1, it was announced jointly last week by Wilbur M. Havens (l), president of the stations, and Ernest Lee Jahncke Jr., (r) ABC's vice president and assistant to the president. Walter A. Bowry Jr. also was present at the signing. The ABC affiliation of the two stations is the second one for Havens & Martin Inc. this year. Its WTVR (TV) Richmond recently became an ABC-TV affiliate.

CBS-TV Affiliates Board To Meet in Colorado Springs

BOARD meeting of CBS Television Affiliates Assn. was set last week for this Thursday and Friday at Hotel Broadmoor, Colorado Springs. Emphasis will be placed on CBS-TV's fall program schedule, promotion and sales plans and discussion of "mutual problems."

C. Howard Lane, KOIN-TV Portland, Ore., is chairman of the affiliates board. Other members to attend: Paul Adanti, WHEN-TV Syracuse; Richard Borel, WBNS-TV, Columbus, Ohio; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; T. B. Lanford, WJTV (TV) Jackson, Miss.: C. Bruce McConnell, WISH-TV Indianapolis; William B. Quarton, WMT-TV Cedar Rapids, Iowa; Clyde Rembert, KRLD-TV Dallas; James Russell, KKTV (TV) Colorado Springs. Representing CBS-TV's Extended Market Plan stations will be Frank E. Busby, WTVY (TV) Dothan, Ala., and Rex Howell, KFXJ-TV Grand Junction, Colo.

CBS-TV executives to attend include J. L. Van Volkenburg, president; Merle Jones, executive vice president; William B. Lodge, vice president in charge of general engineering; William H. Hylan, vice president in charge of network sales; Herbert V. Akerberg, vice president in charge of station relations; Alfred J. Scalpone, vice president in charge of network programs, Hollywood; Ralph Hardy, vice president of CBS Inc., Washington, D. C.; Oscar Katz, vice president in charge of daytime programs; John Cowden, operations director, advertising and sales promotion, and Edward P. Shurick, national director of station relations.

Dixie Network Names Cecil Vice President for Radio

JACK CECIL, manager of the Dixie Network's WDXN Clarksville, Tenn., has been named vice president of the network in complete charge of its radio stations.

MR. CECIL

Mr. Cecil, who joined the Dixie Network in 1948, has managed WTPR Paris, Tenn., and has been general sales manager for the company, during which time he opened WDXE Lawrenceburg, Tenn. Other stations in the Dixie Network are WDXI Jackson, WENK Union City, WTPR-AM-FM, WDXL Lexington, all Tennessee, and WCMA Corinth, Miss. The network also owns WDXI-TV Jackson.

NETWORK PEOPLE

Richard B. Groome, assistant controller, MBS, since 1945, named controller of network, succeeding **George Ruppel,** elected vice president and treasurer.

Jim Mills, Chicago advertising agency head and radio-tv performer, suspends his agency Sept. 1 to join NBC. He maintains program development firm at same address under name of Jim Mills Productions.

Victor Wolfson, freelance author and tv writer, to associate producer, CBS-TV's *Climax* series.

Gene Rouse, former ABC news and program director, died of cancer Aug. 26 in Visalia, Calif. He had been with *Visalia Times-Delta* for past ten years.

New York State to Begin Closed-Circuit Instruction

PLANS were announced last week for an Oct. 1 start of New York State's first experiment in educational closed-circuit television, designed to teach pupils, improve and expand teacher-training programs and provide a method of meeting increased enrollments.

Details of the state's experiment in tv were announced by Dr. James E. Allen Jr., state commissioner of education, who said a contract has been signed with Master Video Systems Inc., New York, for closed-circuit systems to be installed at state teachers colleges in Albany and Brockport, and in high schools in Hempstead and Levittown, L. I. Mr. Allen revealed the state will rent, rather than buy, closed-circuit equipment at a total cost of $179,000 for the period between Oct. 1, 1956, and April 30, 1958. The cost will be financed out of a $200,000 appropriation to the state education department.

Dr. Allen explained that, under the plan, high school students will be able to receive instruction from outstanding instructors at the colleges, and college students in the state schools will be able to observe high school pupils being instructed. Two-way audio systems are being installed so that lower-school pupils and teacher trainees can ask questions and receive answers.

More than three years ago the education department and the New York State Board of Regents proposed a plan calling for a network of educational tv stations at a cost of several million dollars. A commission appointed by Thomas E. Dewey, then governor, rejected the plan as too costly and impracticable.

College Courses Scheduled Over WTTW (TV) Chicago

WTTW (TV), Chicago educational tv station, will offer tuition free college credit courses by television to the general public starting Sept. 12.

To be telecast by the Amundsen, Crane, Wilson and Wright branches of the Chicago City Junior College, the courses will include general biology, freshman English, social science and national government.

According to Dr. Benjamin C. Willis, general superintendent of Chicago schools, it is anticipated that the program will be expanded over a three-year period until the entire basic offering of the City Junior College will be available to the televiewer.

Discussions On Programming Highlight Baptist Workshop

TECHNIQUES of local religious radio and television programming were discussed at the third annual radio-tv workshop held last week at the American Baptist Assembly, Green Lake, Wis.

Speakers included Benjamin Wilbur, director of radio for the Broadcasting and Film Commission of the National Council of the Churches of Christ in the U. S. A.; Evans Nord, general manager of KELO-AM-TV Sioux Falls, S. D., and Dr. Ralph M. Johnson, associate general secretary of the American Baptist Convention.

Director of the workshop was Frederick L. Essex, secretary of the radio and television department of the convention.

Methodist Church Schedules Conference on Radio, Video

THE Television, Radio and Film Commission of the Methodist Church, Nashville, Tenn., will play host Oct. 9-11 to 120 men who have direct responsibility for the church's use of radio and television in their respective areas.

Highlights of the conference will include discussion of a proposed four-year program for the Methodist Television Ministry, production of additional programs of *The Way* series, production of a children's series, and training of local church leaders for wider use of television facilities.

Franklin Wins Fellowship

GARY S. FRANKLIN, newsman at WTAR-TV Norfolk, Va., has been awarded a Johns Hopkins U. graduate study fellowship in the field of television news.

The fellowship is provided by WAAM (TV) Baltimore and under its terms, Mr. Franklin will receive 10 months of study beginning Sept. 1 and financed to the extent of $6,000. He has been given a leave of absence from his work at WTAR-TV.

EDUCATION SHORT

U. of Southern California, L. A., has completed series of 13 half-hour radio programs, *Fifty Years of Growth*, tracing advances in communications, transportation, and city planning and treating current national economic problems. Series was made on $5,000 grant from Educational Tv & Radio Center, Ann Arbor and will be distributed by National Assn. of Education Broadcasters.

EDUCATION PEOPLE

John B. Buckstaff, producer-director, WTVN-TV Columbus, Ohio, to Illinois Institute of Technology, Chicago, as supervisor of radio and television succeeding **Kirk H. Logie,** resigned to join NBC, Chicago.

The Rev. Daniel E. Power, S.J., history and government professor, Georgetown U., Washington, appointed director of public relations. He is vice-chairman of executive committee of Greater Washington Educational Television Assn. **Robert J. Avery,** former public relations director, named director of university news service.

Robert C. Rowe, for past three years assistant producer-coordinator for Michigan State U.'s tv education program, appointed consultant on education to New York State Education Dept. in Albany.

Ralph T. Voight, former engineer, WTHI-TV Terre Haute, Ind., to engineering staff of education station WHYY-TV Philadelphia.

Wallace L. Hutchinson, Weed & Co., **Robert C. Livingston,** NBC, and **Elder Preiss,** Al Preiss & Assoc., to instruct evening classes in telecommunications at U. of Southern California.

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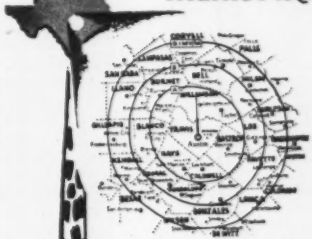
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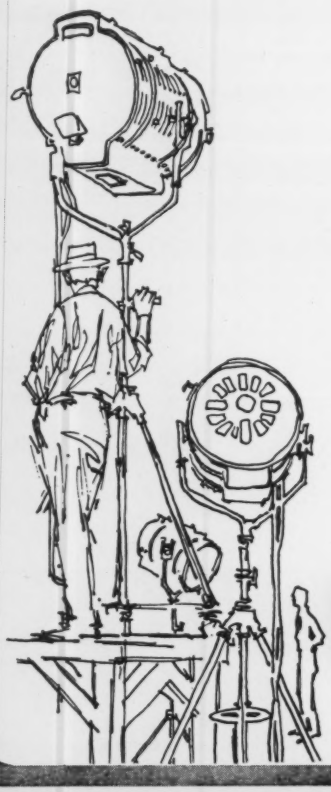

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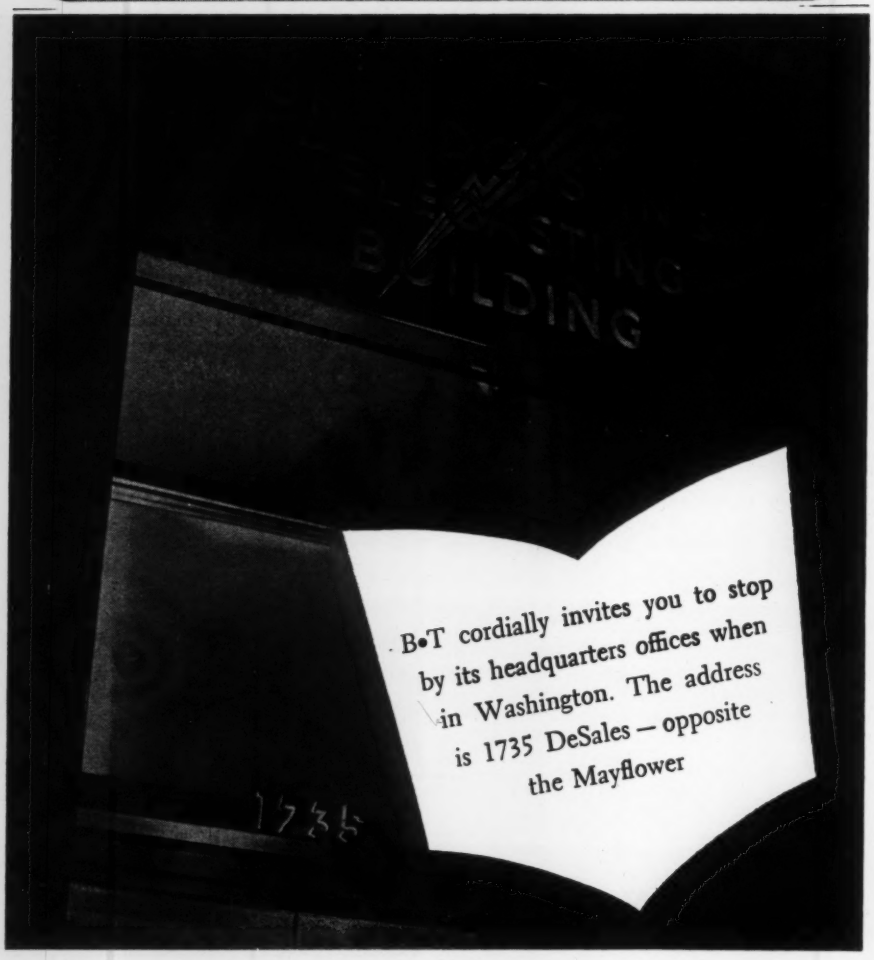
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Canada Advertising Rises 13.5% in '55

ADVERTISING and other services handled by Canadian advertising agencies in 1955 increased 13.5% in value to a record of $177,240,000 from $156,163,000 in 1954, according to a report of the Dominion Bureau of Statistics, Ottawa. Gross revenue rose nearly 13% to $27,690,000 from $24,579,000, and net revenues before taxes increased 19% to $2,772,000 from $2,338,000.

The number of advertising agencies increased to 104 from 91, commissionable billings to $174,925,000 from $154,467,000, market surveys and other research to $391,000 from $328,000, and other fees to $1,925,000 from $1,368,000. Gross revenues on commissionable billings increased to $26,469,000 from $23,230,000. Gross revenues from market surveys, other research and other fees declined to $1,221,000 from $2,350,000.

Tv Households in Canada Near Two Million Mark

AN estimated 1,962,600 out of 4,007,900 households in Canada have television, according to a field survey made by the Bureau of Broadcast Measurement, Toronto.

The estimate shows 851,500 tv households in Ontario, 607,600 in Quebec province, 174,300 in British Columbia, 85,700 in Alberta, 81,300 in Manitoba, 64,000 in Nova Scotia, 44,000 in Saskatchewan, 40,600 in New Brunswick, 11,700 in Newfoundland, and 1,900 on Prince Edward Island.

By BBM city areas, largest number of tv households are in Montreal with 282,480, Toronto with 249,830, Vancouver 122,950, and Winnipeg 63,090.

El Salvador Tv Station Plans Start This Month

ADVENT of television in El Salvador is scheduled for early September when YSEB-TV San Salvador (ch. 6) plans to go on the air, it has been announced by Boris Eserski, general manager of the station.

Mr. Eserski said test programming conducted by YSEB-TV in mid-August spurred the sale of more than 1,200 tv receivers in one week. He expressed the view that there will be more than 7,000 tv homes in El Salvador by the time YSEB-TV goes on the air. Caribbean Networks Inc., New York, is sales agent.

CBLT (TV) Increases Power

CBLT (TV) Toronto, Ont., on Aug. 27 moved from ch. 9 to ch. 6 and increased power from 25.6 kw to 100 kw. CBLT was the second station to go on the air in Canada in September 1952. The station has been operating on ch. 9 on a temporary antenna for the past three months while a new three bay bat-wing Canadian General Electric antenna was put on its 450 foot tower. Antenna is 491 feet above ground level, in downtown Toronto. The new transmitter also is Canadian General Electric, 5 kw air-cooled with 35 kw water-cooled amplifier.

INTERNATIONAL PEOPLE

Geoff Gordon, editor of *Radio,* staff magazine of Canadian Broadcasting Corp., Ottawa, Ont., named supervisor of information at CBC Ottawa headquarters. **Bob Whelan,** formerly of CKBI Prince Albert, Sask., succeeds him as *Radio* editor.

Victor A. Peers, general manager, Granada Tv Network Ltd., appointed director of company.

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

September 1956

Total U. S. Stations on Air: 478
(Commercial: 456; Educational: 22)

Total Cities with Tv Stations: 303

Total Tv Homes: 35,000,000
(U. S. Census Bureau, February 1956)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
► WAIQ (*2)

BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 366,400; N; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 366,400; N; $800
WJLN-TV (48) 12/10/52-Unknown

DECATUR†—
► WMSL-TV (23) NBC, CBS; McGillvra; 32,300; $150

DOTHAN—
► WTVY (9) CBS; ABC; Young; 37,200; N; $150

MOBILE—
► WALA-TV (10) NBC, ABC; Headley-Reed; 192,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 167,000; N, $450

MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 78,600; N; $200
► WSFA-TV (12) NBC; Katz; 141,653; N; $450

MUNFORD†—
► WTIQ (*7)

SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
KOLF-TV (9) 5/29/56-Unknown

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 148,880; N; $450

PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 143,880; N; $360
► KTVK (3) ABC; Weed; 175,000; N, LF, LS; $400

TUCSON—
► KDWI-TV (9) Headley-Reed; 69,500; N, LF, LS; $300
► KOPO-TV (13) CBS; Hollingbery; 58,839; $300
► KVOA-TV (4) NBC, ABC; Branham; 55,400; $300

YUMA—
► KIVA (11) CBS, NBC; Raymer; 30,000; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC, ABC; Pearson; 47,500; $200

FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS; Pearson; 40,600; $200
KNAC-TV (5) Rambeau; 6/3/54-Unknown

HOT SPRINGS—
KSPS (9) 2/16/56-Unknown

JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown

LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 159,904; N; $450
► KTHV (11) CBS; Branham; 177,930; N; $450
► KATV (7) (See Pine Bluff)

PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; 156,300; N; $450

TEXARKANA—
► KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC, CBS; Weed; 100,000; $300
► KERO-TV (10) NBC, CBS; Hollingbery; 171,000; N, $500

BERKELEY (SAN FRANCISCO)—
► KQED (*9)

CHICO—
► KHSL-TV (12) CBS, ABC; Avery-Knodel; 70,900; $250

CORONA†—
KCOA (52) 9/16/53-Unknown

EUREKA
► KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 32,000; $250

FRESNO—
► KFRE-TV (12) CBS; Blair; 252,300; N, LF, LS; $650
► KJEO (47) ABC; Branham; 178,000; N, LL, LS; $500
► KMJ-TV (24) NBC; Raymer; 178,000; N, LF, LS; $550
KBID-TV (53) See footnote

LOS ANGELES
► KABC-TV (7) ABC; Katz; 2,511,895; $2,000
► KCOP (13) Petry; 2,511,895; $1,250
► KHJ-TV (9) H-R; 2,511,895; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,511,895; N, LS, LF, LL; $3,200
► KRCA (4) NBC; NBC Spot Sls.; 2,511,895; N, LS, LF; $3,600
► KTLA (5) Raymer; 2,511,895; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,511,895; $2,000
KBIC-TV (22) 2/10/52-Unkown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56

REDDING—
► KVIP (7) NBC; Branham; $225

SACRAMENTO
► KBET-TV (10) CBS; H-R; 366,550; N, LF, LS; $700
► KCCC-TV (40) ABC; Weed; 190,000; $450
► KCRA-TV (3) NBC; Petry; 354,401; N, LF, LS; $750
KGMS-TV (46) 3/2/56-Unknown

SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350

SAN DIEGO—
► KFMB-TV (8) CBS; Petry; 418,997; N; $900
► KFSD-TV (10) NBC, ABC; Katz; 418,997; N; $850

SAN FRANCISCO—
► KGO-TV (7) ABC; Blair; 1,263,097; $1,700
► KPIX-TV (5) CBS; Katz; 1,263,097; N, LS; $1,700
► KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N, LS, LF, LL; $1,500.
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)

SAN JOSE†—
► KNTV (11) Bolling; 140,000; $250

SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; H-R; 102,966; $200

SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450

STOCKTON†—
► KOVR (13) Avery-Knodel; 1,237,872; $800

TULARE (FRESNO)—
► KVVG (27) 150,000; $325

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 68,820; $250
► KRDO-TV (13) NBC; Pearson; 44,000; $175

DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; 382,652; $650
► KLZ-TV (7) CBS; Katz; 382,652; N; $700
► KOA-TV (4) NBC; NBC Spot Sls.; 382,652; N; $650
► KPOA-TV (*6)
► KTVR (2) Hoag-Blair; 382,652; N; $500

GRAND JUNCTION†—
► KREX-TV (5) NBC, CBS, ABC; Holman; 18,500; $120

MONTROSE—
KFXJ-TV (10) 2/23/56-Sept. (Satellite of KREX-TV Grand Junction)

PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 56,983; $150

CONNECTICUT

BRIDGEPORT—
► WICC (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

HARTFORD—
► WGTH-TV (18) CBS; H-R; 360,000; $500
WCHF (*24) 1/29/53-Unknown
WTIC-TV (3) 7/25/56 (construction prohibited until completion of deintermixture rulemaking)

NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; 373,596; N; $500

NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCNE (*63) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
► WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC; Raymer; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; H-R; $1,200
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 704,300; N, LS; $1,800
► WTTG (5) Raymer; 700,000; $600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
► WESH-TV (2) Petry; 60,000; N; $200

FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 375,000; (also Miami); $500

FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150

FORT PIERCE†—
WTVI (19) 4/19/55-Unknown

JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Petry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 367,238; N; $700
WQIK-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55

MIAMI—
► WCKT (7) NBC; NBC Spot Sls.; $950
► WGBS-TV (23) Katz; 278,869; N; $350
► WTHS-TV (*2)
► WTVJ (4) CBS, ABC; Peters, Griffin, Woodward; 374,000; N, LL, LF, LS; $1,000
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown

MIAMI BEACH—
WKAT Inc. (10) Initial Decision 3/30/55

ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Hoag-Blair; 165,000; N; $300
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55

PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150

PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 152,000; N; $300
WPFA-TV (15) See footnote

ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; 215,500; $400

TAMPA—
► WFLA-TV (8) NBC; Blair; 319,542; N, LF, LS; $600

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► WTVT (13) CBS; Katz; 330,000; N, LF, LS; $600

WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; H-R; 90,000; $225
► WJNO-TV (5) NBC, CBS; Venard; 297,015; $275
WIRK-TV (21) See footnote

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF; $1,000
► WLWA (11) ABC; WLW Sales; 551,000; $900
► WSB-TV (2) NBC; Petry; 560,340; N, LS, LF; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 188,207; N; $300
► WRDW-TV (12) CBS; Branham; 164,400; $300

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $300
► WRBL-TV (4) CBS, ABC; Hollingbery; 186,407; N; $400

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Hoag-Blair; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,142; N; $250

THOMASVILLE† (TALLAHASSEE, FLA.)—
► WCTV (6) CBS, NBC, ABC; Hoag-Blair; 82,889; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 65,600; $200
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 53,200; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 54,321; $200

LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)

POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 21,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 323,469; N; $800

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; 2,300,000; N; $3,900
► WBKB (7) ABC; Blair; 2,300,000; $2,400
► WGN-TV (9) Petry; 2,300,000; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,300,000; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC; Bolling; 190,000; $350

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $475
► WTVH (19) CBS, ABC; Petry; 182,500; N; $450
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 259,441; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 289,084; N; $800

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
WMAY-TV (2) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.) Pearson

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 647,781 (also Indianapolis); N; $800

ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; 215,814; $300

EVANSVILLE—
► WFIE (62) NBC, ABC; Venard; 127,050; N; $350
► WEHT (50) See Henderson, Ky.
WTVW (7) Hollingbery; $600; 12/21/55-September

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 148,064; N; $450
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; 115,750; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; 186,000; N, LL, LS; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 180,920; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 325,977; N; $325
► WMT-TV (2) CBS; Katz; 216,678; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 284,500; N, LF, LS; $700
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200

OTTUMWA—
► KTVO (3) (See Kirksville, Mo.)

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-Unknown

GOODLAND†—
KWGB-TV (10) 5/11/55-October; $200

GREAT BEND—
► KCKT (2) NBC; Bolling; 176,097; N, LS; $250

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 210,724; N; $575
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 161,851; $300

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 558,736; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LF, LS; $550
► KTVH (12) See Hutchinson
KEDD (16) See footnote

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

New TV Stations

THE following tv stations started regular programming within the past month:

KAVE-TV (ch. 6) Carlsbad, N. M.; WBIR-TV (ch. 10) Knoxville, Tenn., and CHLT-TV (ch. 7) Sherbrooke, Que.

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; 100,507; N; $400

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, CBS; Bolling; $190
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 126,400; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 165,117; N; $300
WCNS (40) 7/19/56-Unknown

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 72,000; $200

LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; 101,384; $250
► KTAG (25) CBS; Young; 62,640; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 300,200; N; $400
KLSE (*13) 12/14/55-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 397,191; N, LF, LL; $900
► WJMR-TV (20) CBS, ABC; Weed; 157,782; N; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
WWL-TV (4) 7/13/56 (Construction prohibited until completion of deintermixture rule making.)
WYES (*8) 2/17/56-Unknown

SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 249,695; N; $400

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 98,000; N; $300
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 250,000; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $400

PRESQUE ISLE—
WAGM-TV (8) 3/27/56-Unknown

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 686,150; $1,100
► WBAL-TV (11) NBC; Petry; 686,150; N, LL, LS, LF; $1,250
► WMAR-TV (2) CBS; Katz; 686,150; N, LF, LS; $1,250
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 55,155; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N; $2,600
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—
WRLP (58) 7/5/56-Unknown (Satellite of WWLP Springfield, Mass.)

PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (Temporarily off air because of wind damage; plans return in September.)

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 230,000; N; $400
► WWLP (22) NBC, ABC; Hollingbery; 230,000; N, LS; $500

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 312,555; N; $690
CADILLAC—
► WWTV (13) CBS, ABC; Weed; 381,894; $300
DETROIT—
► WJBK-TV (2) CBS; Katz, 1,600,000; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,600,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,600,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown
EAST LANSING†—
► WKAR-TV (*60)
FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-October
GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 568,420; N; $1,175
WMCM (23) 9/2/54-Unknown
IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown
KALAMAZOO—
► WKZO-TV (3) CBS, ABC, NBC; Avery-Knodel; 602,090; N; $1,100
LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 446,000; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200
MARQUETTE†—
► WDMJ-TV (6) Weed
SAGINAW (BAY CITY, MIDLAND)
► WKNX-TV (57) CBS, ABC; Gill-Perna; 160,000; N; $375
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 58,365; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 115,126; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 127,500; $400
► WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KMGM-TV (9) Branham; 630,000; $600
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 650,000; $800
KCTE-TV (*2) 6/20/56-Unknown
ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 120,000; N; $250

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56
COLUMBUS†—
► WCBI-TV (4) CBS, NBC; McGillvra; $150
HATTIESBURG†—
► WDAM-TV (9) NBC, ABC; Pearson; $175
JACKSON—
► WJTV (12) CBS, ABC; Katz; 155,000; $360
► WLBT (3) NBC; Hollingbery; 175,000; N; $360
MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC; Headley-Reed; 79,087; $250
WCOC-TV (30) See footnote
TUPELO†—
► WTWV (9) $150

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 155,400; N; $400
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 99,394; $250
HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; 149,060; N; $250
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 100,946; $250
JOPLIN—
► KSWM-TV (12) CBS; Venard; 115,000; N; $250
KANSAS CITY—
► KCMO-TV (5) CBS; Katz; 581,426; N; $1,200
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; 581,426; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 581,426; N, LS, LF; $1,060
KIRKSVILLE—
► KTVO (3) CBS, NBC; Bolling; 228,358; N; $300
ST. JOSEPH—
► KFEQ-TV (2) CBS; Headley-Reed; 162,682; $350
ST. LOUIS—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 932,126; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 422,422; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 111,146; N; $250
► KYTV (3) NBC; Hollingbery; 102,519; N; $275

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 28,500; $150
KGHL-TV (8) 11/23/55-Unknown
BUTTE†—
► KXLF-TV (4) ABC; No estimate given; $100
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Hoag-Blair; 30,000; $150
KALISPELL†—
KGEZ-TV (8) 7/19/56-Unknown
MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 26,660; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; 71,992; N; $200
HAYES CENTER†—
► KHPL-TV (6) (Satellite of KHOL-TV Holdrege)
KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 104,401 (includes satellite KHPL-TV); N; $300
LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 159,809; $400
► KUON-TV (*12)
OMAHA—
► KMTV (3) NBC, ABC; Petry; 375,939; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair; 370,021; N; $850
KETV (7) 4/27/56-Unknown
SCOTTSBLUFF†—
► KSTF (10) (Satellite of KFBC-TV Cheyenne, Wyo.)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $250
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 35,000; $250
► KLRJ-TV (2) See Henderson
► KSHO-TV (13) Forjoe; 27,900; $200
RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; 33,500; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS; Forjoe; 1,127,959; $600
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WFPG-TV (46) See footnote
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Fojoe; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 75,500; $300
► KOAT-TV (7) ABC; Hollingbery; 71,260; $300
► KOB-TV (4) NBC; Branham; 76,226; $300
CARLSBAD—
► KAVE-TV (6) Branham; $150
CLOVIS—
KICA-TV (12) 2/23/56-Unknown
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 34,687; $250
SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WCDA (41) CBS; Harrington, Righter & Parsons; 200,000; N; $400
► WTRI (35) ABC; Venard; 215,000; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown
BINGHAMPTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; 409,585; $800
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown
BUFFALO—
► WBEN-TV (4) CBS; Harrington, Righter & Parsons; 670,540 (plus 663,446 Canadian coverage); N, LS, LF, LL; $800
► WEUF (17) NBC; NBC Spot Sls; 152,500; $500
► WGR-TV (2) ABC, CBS; Peters, Griffin; Woodward; 548,020 (plus 577,137 Canadian coverage); N; $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC (NBC per program basis); Weed; 84,619 (plus 118,840 Canadian coverage); $200
ELMIRA†—
► WTVE (24) ABC, NBC; Forjoe; 35,000; $150
WSYE-TV (18) 4/4/56-September (Satellite of WSYR-TV Syracuse, N. Y.)
HAGAMAN—
► WCDB (29) (satellite WCDA Albany, N. Y.)
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID† (PLATTSBURG)—
► WPTZ (5) NBC, ABC; Hoag-Blair; 142,000 (plus 350,000 Canadian coverage); $300
NEW YORK—
► WABC-TV (7) ABC; Blair; 4,730,000; $4,150
► WABD (5) Raymer; 4,730,000; N, LL, LF, LS $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $2,000
► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls; 4,730,000; N, LS, LF, LL; $9,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
WKNY-TV (66) See footnote
ROCHESTER—
► WHAM-TV (5) NBC, ABC; Hollingbery; 365,000 (plus 75,000 Canadian coverage); N; $800
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $700
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 495,360; N; $1,350
SYRACUSE—
► WHEN (8) CBS, ABC; Katz; 378,000; N; $850
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 457,770; N, LS, LF; $900
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 209,000; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 40,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 326,138; $400
CHAPEL HILL†—
► WUNC-TV (*4)
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55
DURHAM—
► WTVD (11) NBC, ABC; Petry; 264,847; N; $550
FAYETTEVILLE†—
► WFLB-TV (18) ABC, CBS, NBC; Young; 51,600; $120
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 429,553; N, LF, LS $650
GREENVILLE—
► WNCT (9) CBS, ABC; Hollingbery; 164,980; N; $350
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS, ABC; Avery-Knodel; 140,125; N; $325
WRAL-TV (5) 6/27/56-Unknown
WASHINGTON—
► WITN (7) NBC; Headley-Reed; 150,000; N; $325
WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $250
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 531,901; N; $550
► WTOB-TV (26) ABC; Venard; 126,100; $200

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; 24,000; N; $150
► KFYR-TV (5) NBC, ABC; Hoag-Blair; 31,050; $200
DICKINSON†—
KDIX-TV (2) CBS; 5/9/56-October
FARGO—
► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 92,600; $400
GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 37,000; N; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown
WILLISTON†—
KUMV-TV (8) 7/19/56-Unknown
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 123,000; N, LF, LS; $440

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
WICA-TV (15) See footnote
CANTON†—
WTLC (29) 3/22/56-Unknown

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

AFTERNOON	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00			
1:15			
1:30			
1:45			
2:00			
2:15			
2:30			
2:45			
3:00			Dr. Spock L
3:15			
3:30			*Youth Wants To Know* L
3:45			
4:00			*Frontiers of Faith* I
4:15			
4:30	CIBA Medical Horizon L	*Bandwagon* (Sus)	*American Forum* L
4:45			
5:00		*Face the Nation* (Sus.)	Mutual of Omaha Zoo Parade L
5:15	*Going Places* L		
5:30		The CBS Sunday News (Sus.)	*Outlook* L & F
5:45			
EVENING			
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	General Foods Topper F
7:15			
7:30		Am. Tobacco Private Secretary (Alt. wks.) Jack Benny	*Circus Boy*
7:45	Pearson Pharmacal J. H. Breck Famous Film Festival (Participating) F		
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	Polaroid Jergens Brown & Williamson Steve Allen Show L
8:15			
8:30			
8:45			
9:00		Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15	Pharmaceuticals Ted Mack Amateur Hour L		
9:30		Bristol-Myers Hitchcock Presents F	
9:45			
10:00	*Focus* F	P. Lorillard (Alt. wks.) Revlon The $64,000 Challenge	P&G Loretta Young F
10:15			
10:30		Helene Curtis (Alt. wks.) Remington What's My Line L	White Owl Cigars' National Bowling Champions L
10:45			

MONDAY

AFTERNOON	ABC	CBS	NBC
Noon		Stand. Brands Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tic Tac Dough* L
12:15			
12:30			*It Could Be You* L
12:45		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:00			
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*The Johnny Carson Show* S	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu. Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day / Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00	Mickey Mouse Club (see footnote) F		*Comedy Time* F
5:15			
5:30			
5:45			
EVENING			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	Gordon Bkg. Kukla, Fran & Ollie		
7:15	Daly-News	Whitehall News L	
7:30	Ralston-Purina Bold Journey F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	TBA
7:45			Camel Caravan L
8:00	Dotty Mack Show L	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	(St. 9/17/56) Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Ernie Kovac Show L
8:15		Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	
8:30	Firestone Voice of Firestone L		
8:45			
9:00		P&G (Alt. wks.) Gen. Foods Chas. Farrell Show	Revlon The Most Beautiful Girl in the World L
9:15	Film Fair Participating F&L		
9:30		General Foods Vic Damone Show	Johnson Wax alt. with Schick
9:45			
10:00		Westinghouse Studio One Summer Theatre L	Robert Montgomery Presents L
10:15			
10:30			
10:45			

TUESDAY

AFTERNOON	ABC	CBS	NBC
Noon		Wesson Oil Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tic Tac Dough* L
12:15			
12:30			*It Could Be You* L
12:45		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:00			
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*The Johnny Carson Show* S (Alt. Tues.) Best Foods	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day / Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00	Mickey Mouse Club (see footnote) F		*Comedy Time* F
5:15			
5:30			
5:45			
EVENING			
6:00			
6:15			
6:30		Pall Mall News L	
6:45			
7:00	Gordon Bkg. Kukla, Fran & Ollie		
7:15	Daly-News	Pall Mall News L	
7:30		Whitehall (Alt. wks.) Lanolin Plus Name That Tune	
7:45	Gen. Electric Cheyenne (Alt. wks.) Chesebrough Pond's Conflict (Alt. wks.) F		
8:00		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	
8:15			
8:30	Gen. Mills P&G (Alt. wks.) Wyatt Earp F	Maytag Co. (Alt. wks.) Sheaffer Navy Log F	
8:45			
9:00		Pharmaceu. Joe and Mabel	
9:15	Gen. Electric Broken Arrow F		
9:30		S.C. Johnson (Alt. wks.) Pet Milk Spotlight Theatre L	
9:45			
10:00	duPont Cavalcade Theatre F	Revlon The $64,000 Question L	
10:15	*The Big Picture*		
10:30		G.M. (Alt. wks.) Liggett & M. Frigidaire Do You Trust Your Wife?	
10:45			

WEDNESDAY

AFTERNOON	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tic Tac Dough* L
12:15			
12:30			*It Could Be You* F
12:45		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:00			
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*The Johnny Carson Show* S	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day / Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00			*Comedy Time* F
5:15			
5:30			
5:45			
EVENING			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00		Whitehall News L	
7:15			
7:30		West'house Pick the Winner (St. 9/12/56)	Coca-Cola Coke Time L
7:45			Time Inc. Miles Lab. News Caravan L
8:00		(St. 9/26/56) Arthur Godfrey Show	Corn Prods. Press Conference L
8:15			
8:30			Scott Father Knows Best F
8:45			
9:00		Colgate The Millionaire F	
9:15			Kraft Foods Television Theatre L
9:30		R. J. Reynolds I've Got A Secret L	
9:45			
10:00		General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life L
10:15			
10:30			Pharmaceutical Inc. Twenty One L
10:45			

THURSDAY

AFTERNOON	ABC	CBS	NBC
Noon		Stand. Brands Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tic Tac Dough* L
12:15			
12:30			*It Could Be You* L
12:45		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:00			
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*The Johnny Carson Show* S	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day / Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00	Mickey Mouse Club (see footnote) F		*Comedy Time* F
5:15			
5:30			
5:45			
EVENING			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	Gordon Bkg. Kukla, Fran & Ollie		
7:15	Miles Labs Daly-News	Whitehall News L	
7:30			
7:45	American Motors American Dairy Derby Foods Disneyland F		
8:00			
8:15			
8:30	Am. Tobacco Pearson Pharm. Dunninger L		
8:45			
9:00	Eastman Kodak Screen Directors Playhouse		
9:15			
9:30	Eddy Arnold Show L		
9:45			
10:00	Pabst Brewing Co. Mennen Co. Wednesday Night Fights L		
10:15			
10:30			
10:45			

FRIDAY

AFTERNOON	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tic Tac Dough* L
12:15			
12:30			*It Could Be You* F
12:45		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:00			
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*The Johnny Carson Show* S	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day / Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00			*Comedy Time* F
5:15			
5:30			
5:45			
EVENING			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00		Whitehall News L	
7:15			
7:30		West'house Pick the Winner (St. 9/12/56)	Coca-Cola Coke Time L
7:45			Time Inc. Miles Lab. News Caravan L
8:00		(St. 9/26/56) Arthur Godfrey Show	Corn Prods. Press Conference L
8:15			
8:30			Scott Father Knows Best F
8:45			
9:00		Colgate The Millionaire F	
9:15			Kraft Foods Television Theatre L
9:30		R. J. Reynolds I've Got A Secret L	
9:45			
10:00		General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life L
10:15			
10:30			Pharmaceutical Inc. Twenty One L
10:45			

THURSDAY

ABC	CBS	NBC
	Toni Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	*It Could Be You* L
	P&G Guiding Light L	
	1:00 *CBS News* 1:10 *Standup & Be Counted* S	
	P&G As The World Turns	
	The Johnny Carson Show S	
	Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret Storm	
	P&G The Edge of Night	*Modern Romances* L
		Comedy Time F
Mickey Mouse Club (See Footnote) F		
	News L	
Gordon Bkg. Kukla, Fran & Ollie		
Time Inc. Daly-News	News L	Chevrolet Sn'ky Lanson Show L
Gen. Mills The Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Camel News Caravan L
	R. J. Reynolds Bob Cummings Show F	DeSoto-Plymouth You Bet Your Life F
The Hour Glass F	Chrysler Motors Climax L	Chesterfield Dragnet F
		P&G alt. Borden Co. The People's Choice F
Greatest Sports Thrills F	Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Ford Theatre F
Compass F	Toni Co. (Alt. wks.) Hazel Bishop The Arthur Murray Prty.	Lever Bros. Lux Video Theatre L
	Quiz Kids (Sust.)	

FRIDAY

ABC	CBS	NBC
	Gen. Mills Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	*It Could Be You* L
	P&G Guiding Light L	
	1:00 *CBS News* 1:10 *Standup & Be Counted* S	
	P&G As The World Turns	
	The Johnny Carson Show S	
	Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
	Colgate Big Payoff MWF (Sus. Tu, Th)	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret. Storm	
	P&G The Edge of Night	*Modern Romances* L
		Comedy Time F
Mickey Mouse Club (see footnote) F		
	Whitehall News L	
Gordon Bkg. Kukla, Fran & Ollie		
Miles Labs Daly-News	Whitehall News L	Coca-Cola Coke Time L
National Biscuit Rin Tin Tin F	Colgate-Palmolive Co. My Friend Flicka	Miles News Caravan L
Chesebrough Pond's Am. Chicle Jim Bowie F	Gen. Foods Hollywood Summer Theatre L	P. Lorillard & Toni Co. Truth or Consequences F
Chevrolet Crossroads F	General Foods Our Miss Brooks	Gulf Life of Riley F
Mogen David Treasure Hunt L	R.J. Reynolds (Alt. wks.) C'gate-P'olive The Crusader F	Campbell Lever On Trial F
Sterling Drug The Vise F	Schlitz Brewing Playhouse of Stars F	Am. Tobacco Revlon Big Story L
Pabst Brewing It's Polka Time L	Brown & Williamson (Alt. wks.) P&G Undercurrent F	Gillette Cavalcade of Sports L
	Amer. Oil Hamm Time Pantomime	State Farm Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
	National Dairy The Big Top L	Heinz Capt. Gallant F
	Gen. Mills (Alt.) Nestle Co., The Lone Ranger F	*Mr. Wizard* L
	Baseball Preview Colgate-Palmolive (Alt. wks.) Brown & Williamson (10 min.)	
	Falstaff Brewing co-sponsor. American Safety Razor Game of the Week	
American Chicle Co. & Co-op Ozark Jubilee L	*Saturday Sports Mirror* (Sus.)	R. J. Reynolds Toni People Are Funny F
Ralston Grand Ole Opry (Every fourth week)	Pharma-Craft Beat the Clock L	Sunbeam Gold Seal Noxzema Kleenex Armour Toni Tony Bennett Show L
	Buick Jackie Gleason Show	
	Nestle Stage Show	
Dodge Div. The Lawrence Welk Show L	P. Lorillard (Alt. wks.) Bulova Wtch. Two for the Money L	Toni PaperMate People Are Funny F
	Hey! Jeannie L	Purex Whitehall Festival of Stars F
Emerson Drg. Mathiesson Masquerade Party L	Liggett & Myers Gunsmoke F	Armour (alt.) Pet Milk Encore Theatre F
	Mennen Co. High Finance	Am. Tobacco Warner Lambert Your Hit

AFTERNOON

Noon
12:15
12:30
12:45
1:00
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EVENING

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MORNING

SATURDAY

CBS: Capt. Kangaroo, Brown Shoe Co., 10-10:30 a.m.; General Foods Mighty Mouse Playhouse, 10:30-11 a.m., alt. weeks; Winky Dink and You, 11-11:30 a.m.; Tales of Texas Ranger, General Mills, alt. weeks), 11:30-12 noon.

NBC: Pinky Lee Show, 10-10:30 a.m.; I Married Joan, 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Uncle Johnny Coons, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Ernie Kovacs Show, 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST, L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Exquisite Form, Norwich Pharm. Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vicks.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Toni, General Mills, Best Foods, Hytron, Yardley, Bristol-Myers, Staley, Chevrolet, SOS, Swift & Co.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Norwich Pharmacal, Manhattan Soap, Pillsbury, General Mills, Kellogg, Easy Washer, Simoniz, American Home, General Foods.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Simoniz.

Bob Crosby—15 min. segments sponsored by Gerber Prod., Procter & Gamble, General Mills, Wesson Oil, Best Foods, Toni, Hazel Bishop, Brown & Williamson, SOS.

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BROADCASTING TELECASTING

September 3, 1956

B·T TELESTATUS

CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; 767,729; N; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $800
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Blair; 1,210,000; N; $1,000
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,174,004; N; $1,800
► WJW-TV (8) CBS; Katz; 1,146,150; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 500,400; N; $825
► WLWC (4) NBC; WLW Sls.; 351,000; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; 381,451; $600

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 76,487; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

OXFORD—
WMUB-TV (*14) 7/19/56-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,052,-734; N; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,000; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 202,771; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC; Pearson; 50,-000; $150

OKLAHOMA

ADA—
► KTEN (10) ABC (CBS, NBC per program basis); Vernard; 93,223; N; $225

ARDMORE—
KVSO-TV (12) NBC; Pearson; 5/12/54-September

ENID—
► KGEO-TV (5) ABC; Pearson; 109,000; N; $225

LAWTON—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
►KTVX (8) ABC; Avery-Knodel; 320,000; $500

OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 399,717; N; $800
► WKY-TV (4) NBC, ABC; Katz; 399,717; N, LL, LF, LS; $920
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $750
► KTVX (8) (See Muskogee)
► KVOO-TV (2) NBC; Blair; 319,312; N, LS; $700
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 76,222; $382.50

KLAMATH FALLS†—
KOTI (2) 12/2/54-September; Hoag-Blair; $150

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 38,-850; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery; 340,000; N; $700
► KOIN-TV (6) CBS; CBS Spot Sls.; 317,700; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KGW-TV (8) 6/23/55-October

ROSEBURG†—
► KPIC (4) Hollingbery (satellite of KVAL-TV Eugene, Ore.)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) Weed; 8/12/53-Unknown
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 164,000; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 240,000; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 992,604; N, LL, LS, LF, $825

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,105,636; N, LL, LS, LF; $3,200
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 125,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial Decision 4/23/56
WKJF-TV (53) See footnote

READING—
► WHUM-TV (61) CBS, ABC; Weed; 211,900; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 200,000; $225
► WGBI-TV (22) CBS; H-R; 286,500; N; $500
WTVU (44) (See footnote)

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 306,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 306,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-October

YORK—
► WNOW-TV (49) Keller; 137,500; $200
► WSBA-TV (43) ABC; Young; 145,563; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 244,802; N; $300
► WUSN-TV (2) NBC, ABC; Weed; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 210,399; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,265; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 330,402; N; $450
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; 286,765; $450

SOUTH DAKOTA

DEADWOOD†—
KDSJ-TV (5) Initial Decision 6/28/56

FLORENCE†—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 18,632; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 182,726 (includes coverage of satellite KDLO-TV Florence); $450

TENNESSEE

BRISTOL†—
WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; 188,030; N; $450
► WRGP-TV (3) NBC; H-R; 197,390; $400

JACKSON—
► WDXI-TV (7) CBS, ABC; Headley-Reed; 102,-385; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,-316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 167,621; N; $600
► WBIR-TV (10) CBS; Katz; $600
► WTVK (26) CBS, ABC; Pearson; 175,000; N; $360

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 443,311; $700
► WKNO-TV (*10)
► WMCT (5) NBC; Blair; 443,311; N; $900
► WREC-TV (3) CBS; Katz; 443,311; $900

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 394,421; N; $750
► WSIX-TV (8) ABC; Hollingbery; 380,000; $425
► WSM-TV (4) NBC; Petry; 262,221; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC, ABC; Pearson; 49,518; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 86,944; $300
► KGNC-TV (4) NBC; Katz; 86,944; N; $340

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 159,-874; N; $400

BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 112,800; N; $350
KBMT (31) See footnote

BIG SPRING—
► KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150

BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown

CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; 80,000; N; LF, LS; $300
► KVDO-TV (22) NBC, ABC, CBS (per program basis); Young; 57,500; $200
KSIX-TV (10) 7/13/56-Unknown

DALLAS—
► KRLD-TV (4) CBS; Branham; 585,000; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 585,000; N; $1,000

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 90,778; N; $450
► KTSM-TV (9) NBC; Hollingbery; 89,127; N; $325
KILT (13) H-R; 3/18/54-September

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 585,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 540,930; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 492,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 492,000; N, LF, LS; $850
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 14,348; $150

LONGVIEW†—
KTVE (32) See footnote

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 128,231; N; $350
► KDUB-TV (13) CBS; Branham; 131,611; N, LS, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) Venard; 54,900; $225 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $250

SAN ANGELO—
► KTXL-TV (8)CBS, NBC, ABC; Venard; 44,622; $200

SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 70,000; $200
► KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 319,716; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 318,598; N, LL, LS, LF; $700
KONO-TV (12) 5/23/56-Jan., 1956

SWEETWATER—
► KPAR-TV (12) CBS; Branham; 62,469; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 155,162; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; Venard; 165,000; N; $260

TYLER—
► KLTV (7) NBC, ABC, CBS; Pearson; 108,000; $250

WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Pearson; 123,000; N; $250

WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 85,817 (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 105,135; N; $300
► KSYD-TV (6) CBS; Hoag-Blair; 105,030; $300

UTAH

SALT LAKE CITY
► KSL-TV (5) CBS; CBS Spot Sls.; 207,000; N; $600
► KTVT (4) NBC; Katz; 207,000; N; $600
► KUTV (2) ABC; Hollingbery; 207,000; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 142,346; $350

VIRGINIA

BRISTOL†—
WCYB-TV (5) Weed; 4/13/56-September

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
► WVEC-TV (15) See Norfolk

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Pearson; 138,633; $200

LYNCHBURG—
► WLVA-TV (13) ABC; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; 405,000; N, LS, LF; $875
► WTOV-TV (27) McGillvra; 210,000; $380
► WVEC-TV (15) NBC; Avery-Knodel; 186,000; N; $350

PETERSBURG—
► WXEX-TV (8) See Richmond

PORTSMOUTH—
WAVY-TV (10) H-R; 5/30/56-January, 1956

RICHMOND—
► WRVA-TV (12) CBS; Harrington, Righter & Parsons
► WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N., LF, LS; $750
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 461,235; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 239,271; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) CBS, ABC, NBC; 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 521,839; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 521,839; N, LL, LF, LS; $1,025
► KTNT-TV (11) CBS; Weed; 521,839; N; $900
► KTVW (13) Hollingbery; 521,839; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 166,950; N, LL, LF, LS, $550
► KREM-TV (2) ABC; Petry; 185,000; N, LF, LS; $450
► KXLY-TV (4) CBS; Avery-Knodel; 187,768; N; $600

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 81,000; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC, ABC; Katz; 169,423; N; $200

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 540,340; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Unknown

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC; Petry; 203,000; N; $450
► WSAZ-TV (3) NBC; Katz; 594,510; N, LL, LF, LS; $1,000

OAK HILL (BECKLEY)—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; 41,700; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,500; N; $500
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 122,560; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 247,000; $500
► WFRV-TV (5) ABC, CBS; Headley-Reed; 235,000; N; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) CBS, NBC, ABC; H-R; 112,500; $360

MADISON—
► WHA-TV (*21)
► WISC-TV (3) CBS; Peters, Griffin, Woodward; 300,170; N, LF, LS; $500
► WKOW-TV (27) CBS; Headley-Reed; 128,500; N; $250
► WMTV (33) ABC, NBC; Bolling 129,000; $280

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 220,826; $250

MILWAUKEE—
► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
► WITI-TV (6) Branham; 700,000; N, LL, LF, LS; $600
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 371,000; N; $800
WFOX-TV (31) 5/4/55-Unknown
WMVS-TV (*10) 6/6/56-Unknown
WCAN-TV (25) See footnote

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Peters, Griffin, Woodward; 128,000; N; $400
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; 97,200; $200

WHITEFISH BAY—
► WITI-TV (6) See Milwaukee

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, Day; 23,000; $150
► KTVA (11) CBS; Alaska Radio-Tv Sls.; 23,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 9,700; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 9,700; $135

JUNEAU†—
► KINY-TV (8) CBS; Alaska Radio-Tv Sls.; 2,500 $60

GUAM

AGANA†—
► KUAM-TV (8) NBC, CBS; Young; $120

HAWAII

HILO†—
► KHBC-TV (9) (Satellite of KGMB-TV Honolulu)

HONOLULU†—
► KGMB-TV (9) CBS; Peters, Griffin, Woodward; 98,182 (includes Hilo and Wailuku satellites); $350
► KONA (2) NBC; NBC Spot Sls.; 96,082 (includes Wailuku satellite); $350
► KULA-TV (4) ABC; Young; 91,680; $300

WAILUKU†—
► KMAU (3) (Satellite of KGMB-TV Honolulu)
► KMVI-TV (12) (Satellite of KONA Honolulu)

PUERTO RICO

CAGUAS†—
WSUR-TV (9) 4/25/56-Unknown

MAYAGUEZ†—
► WORA-TV (5) CBS, ABC, NBC; Young; 26,000; $120

PONCE†—
WKBM-TV (11) 5/3/36-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 125,000; $200
► WKAQ-TV (2) CBS; Inter-American; 125,143; $300
WIPR-TV (*6) 2/2/55-December

CANADA

BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 13,288; $170

CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 40,000; $280

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Canadian Reps., Oaks, Tv Reps. Ltd.; 50,000; $320

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; CBC; 37,000; $300

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 550,000; $450

KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; 55,000; $250

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 314,325; $400

LETHBRIDGE, ALTA†—
► CJLH-TV (7) CBC; All-Canada, Weed; 12,000; $160

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $450

MONCTON, N. B.—
► CKCW-TV (2) CBC; Young, Stovin; 32,000; $200

MONTREAL, QUE.—
► CBFT (2) CBC (French); CBC; 393,000; $1,000
► CBMT (6) CBC, NBC, ABC, CBS; CBC; 257,300; $750

NORTH BAY, ONT.—
► CKGN-TV (10)

OTTAWA, ONT.—
► CBOFT (9) CBC (French); CBC; 44,300; $300
► CBOT (4) CBC; CBC; 76,000; $400

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 32,000; $230

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; 15,000; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 31,000; $260

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC (French); Stovin, Canadian Reps.; 30,000; $240

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 62,550 (including U. S.); $250

ST. JOHN'S, NFLD.†—
► CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 15,500; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Canadian Reps., Tv Reps. Ltd.; 30,000; $230

SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC; All-Canada, Weed; 14,000; $170

SHERBROOKE, QUE.†—
► CHLT-TV (7) CBC; Young, Hardy; $400

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 19,590; $220

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 46,690; $240

TIMMINS, ONT.†—
► CFCL-TV (6) CBC; Renaud; 2,650; $160

TORONTO, ONT.—
► CBLT (6) CBC, ABC, CBS, NBC; CBC; 457,000; $1,000

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 152,000; $580

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; 1,588,000 (including U. S.); $450

WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada; 30,000; $235

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 70,000; $400

MEXICO

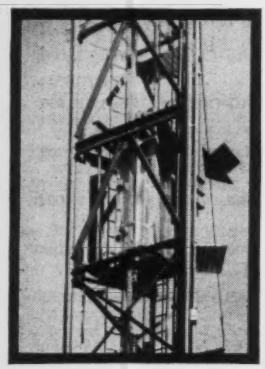
JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)—
► XETV (6) ABC; Weed; 406,123; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla.; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita, Kans.; WTVU (TV) Scranton, Pa.; KTVE (TV) Longview, Tex.; KBMT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.

BLAW-KNOX TOWERS side by side yet 23 years apart

Towering 1175.5 feet into the sky from atop Big Heart Mountain near Sand Springs, Oklahoma, the Blaw-Knox triangular guyed tower shown here supports a 101′ General Electric TY50F 6 Bay Antenna for KVOO-TV, Tulsa. From this point, 2149′ above mean sea level, the 100,000 watt signal on Channel 2 carries KVOO-TV programs to viewers in four states.



Although this installation is more than twice as high as the Washington Monument, tower maintenance problems have been reduced to a minimum by the special, automatic, two-man service elevator operating within the tower. Ground-to-car telephone communication and both lower landing and cab controls are only two of several interesting features of this completely enclosed elevator.

Standing-by for emergencies is the 225′ Blaw-Knox self supporting tower erected more than 23 years ago as the first part of the KVOO radio transmitting system. In use for 14 years, then dismantled and stored on the ground for seven years, this tower was re-erected in 1954 as the KVOO-TV stand-by tower. After this seven year period without maintenance, the sub-contractor who re-erected the tower reported the galvanized coating still intact and the tower in excellent condition.

Proven performance such as this brings old customers back to Blaw-Knox for new towers. For example, Blaw-Knox Company has supplied KVOO a total of eight towers, with Tower Number 1 still in service.

Send for illustrated Bulletin No. 2417 showing special construction features and typical installations of Blaw-Knox Antenna Towers. Write or call us today for your copy.

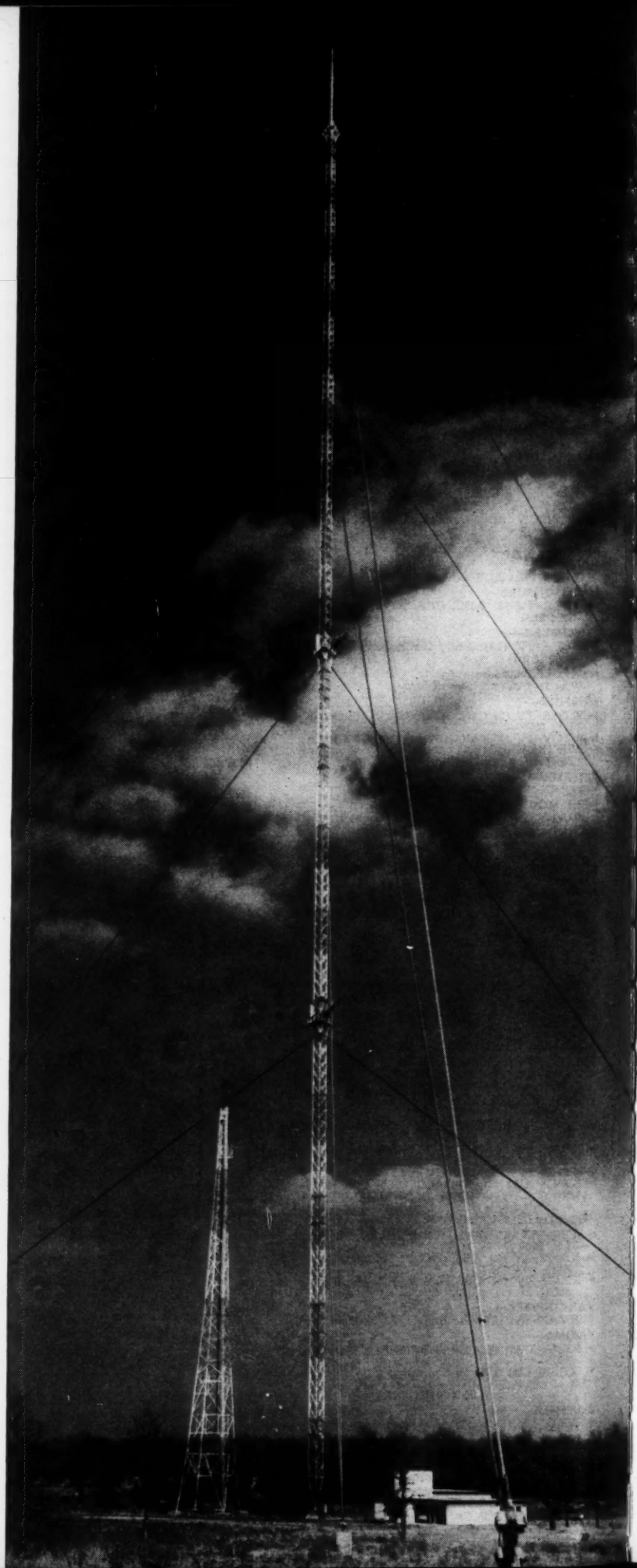
50th Anniversary BLAW-KNOX 1906-1956

ANTENNA TOWERS

Guyed and self-supporting—
for AM • FM • TV • microwave
• communications • radar

BLAW-KNOX COMPANY

BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA



CLOSED CIRCUIT SPORTS HUDDLE

PROMOTIONAL plans for the Sept. 24-Oct. 13 run-offs for "National Bowling Day," Oct. 14, will be "gone over" this Saturday by officials of the General Cigar Co., Young & Rubicam, its agency, the American Red Cross and the Bowling Proprietors Assn. of America, via a special NBC-TV closed circuit telecast. The cigar company will be sponsoring the bowling competition and the NBC-TV telecast that night at 10:30 p. m. eastern time. Proceeds from the 50-cent entry fees to the contest will go to the American Red Cross. The closed-circuit telecast will link 35 coast-to-coast cities, and will take up such matters as rules, merchandising and other promotional efforts.

WHBQ-TV WINES, DINES AGENCIES

NEW YORK timebuyers will be guests Wednesday and Thursday at luncheons given by WHBQ-TV Memphis, Tenn., and H-R Representatives. Agency personnel will be greeted by Mrs. Barbara Hummel, Miss America in 1947 and now a television personality at WHBQ-TV. Mrs. Hummel also will emcee the Miss America contest finals on a 90-minute ABC-TV telecast from Atlantic City on Saturday.

KBIG, GMAC WIND UP CONTEST

KBIG Catalina, Calif., and General Motors Acceptance Corp., working together to promote the GMAC campaign of 40 safety announcements on KBIG every weekend, have awarded prizes in a dealer contest. Hollywood Buick dealer Phil Hall took first prize, a Las Vegas vacation for two, with second and third prizes going to Jim Healey, Santa Paula, Calif., Pontiac dealer, and Herb Kincaid, Los Angeles Pontiac dealer. All General Motors cars sold in Southern California are marked by KBIG mermaid stickers on windshields and carry invitations to listen to the safety spots on KBIG and to enter the station's audience promotion contest.

BIG BIRTHDAY FOR WCMW

WISHING to "do something big" for the tenth birthday observance of WCMW Canton, Ohio, President Sam Huffman washed an elephant, one of the guests at a day-long party that climaxed a month-long promotion. After hearing recorded congratulations over the station from leading citizens and show personalities over several weeks, nearly 3,000 listeners came to WCMW's open house. There they participated in beauty and cake-baking contests, rode ponies, met visiting stars and inspected facilities including WMCW's new "indoor-outdoor" summer studio, the newsmobile and automatic logging-billing operation.

DAMP TRIUMPH FOR KING-TV

COVERAGE of the Seafair Trophy Race by KING-TV Seattle on Lake Washington was acclaimed by racers who showed their appreciation by tossing KING-TV newsman Tom Dargan into the lake along with the winning hydroplane driver. KING-TV fed its sixth annual coverage of the six-hour race to four radio stations in Eastern Washington and Idaho. Seven cameras were used by the Seattle station with a reporting and technical crew of 75 for the all day event. To ready cables and remote equipment the crew put in 1,000 man-hours. Frederick & Nelson, Seattle department store sponsored the telecast through Romig C. Fuller & Assoc. agency.

NBC-TV HERALDS CD WEEK

A SPECIAL program on civil defense will be telecast live by NBC-TV Sunday (5:30-6 p.m. EDT) from the Civil Defense Training Center at Olney, Md., commemorating the start of the country's first National Civil Defense Week (Sept. 9-15). The program, which will attempt to show to Americans what they can expect in the event of an enemy A-bomb or H-bomb attack and how they can train themselves for survival, will be narrated by NBC special events reporter Ben Grauer and will include a film segment, consisting of a talk by Val Peterson, administrator of Civil Defense.

KTBC ECONOMICAL THO' TEXAN

THE expensive way is not always the best way on radio, says KTBC Austin, Tex., a station capable of judicious economies in spite of being run by Texans. A case in point is KTBC's phone-booth coverage of the Democratic convention which drew enthusiastic response from public and sponsor, Austin's Capital National Bank. Background noise, dialing phones, interruptions, all added realism to News Editor Paul Bolton's daily beep calls. One call was made while the Texas delegation was caucusing all around the newsman. "Since I knew practically all the delegates, it was about like phoning the neighbors during a family reunion."

LIBRARY GETS MENCKEN TAPE

WBAL-AM-TV Baltimore, serving the home town of the late H. L. Mencken, has presented a tape recording of the NBC *Biographies in Sound* broadcast on Mencken, titled "The Bitter Byline," to the Library of Congress.

GENERAL TIRE SALUTES SPORT

GENERAL Tire & Rubber Co., through D'Arcy Adv., N. Y., will sponsor a special salute to the forthcoming football season, *Kickoff 1956*, starring Fred Waring and his Pennsylvanians, on NBC-TV, Sunday, Sept. 16, 7:30-8 p.m. EDT.

UPCOMING

Sept. 6: Massachusetts United Press Radio-Tv Assn., organization committee meeting, Parker House, Boston.
Sept. 6-7: RAB midwestern managers' conference, French Lick, Ind.
Sept. 10-11: RAB southern managers' conference, Biloxi, Miss.
Sept. 10-12: French Language Radio-Tv Broadcasters Assn., annual meeting, Alpine Inn, Ste. Marguerite, Quebec.
Sept. 11-12: CBS Radio convention, Hotel Pierre, New York
Sept. 13: NARTB Freedom of Information Committee, Waldorf-Astoria, New York.
Sept. 13-14: RAB northeastern conference, Skytop, Pa.
Sept. 13-14: Michigan Assn. of Radio-Tv Broadcasters, Hidden Valley, Gaylord, Mich.
Sept. 14-15: Institute of Radio Engineers annual Fall Symposium, Mellon Institute Auditorium, Pittsburgh.
Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Shreveport, La.
Sept. 27: Massachusetts Broadcasters Assn., annual meeting, Hotel Somerset, Boston.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

Sam Molen, veteran KMBC-KFRM Sports Director, keeps himself in top broadcasting condition with three daily sportscasts plus several weekly sport shows and features. Personalized radio that sells as it serves!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Free & Peters Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

BMI

Stories from the Sports Record

Continuities for October

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the autumn sports scene.

October's continuity package contains 12 fifteen minute programs featuring the sports of the autumn season . . . the World Series, football, the Olympics, along with some of the great anecdotes of the world of sports.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Station Authorizations, Applications
(As Compiled by B • T)
August 23 through August 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency, ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-FM Summary through August 29

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,883	3,031	160	286	124
Fm	521	544	33	10	0

FCC Commercial Station Authorizations
As of July 31, 1956

	Am	Fm	Tv
Licensed (all on air)	2,877	519	193
Cps on air	45	11	306
Cps not on air	119	19	116
Total authorized	3,041	549	615
Applications in hearing	182	2	128
New station requests	263	7	42
New station bids in hearing	124	0	77
Facilities change requests	143	4	32
Total applications pending	814	66	324
Licenses deleted in July	0	2	0
Cps deleted in July	1	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through August 29

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	365	91	456[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	329	313	642[1]
Noncom. Educational	22	21	43[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,011	337	791	557	1,349[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,072	337	825	584	1,410[5]

[1] 170 cps (33 vhf 137 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 43 already granted.
[5] Includes 685 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS

Wilmington, N. C.—Carolina Bcstg. System Inc., vhf ch. 3 (60-66 mc); ERP 31.8 kw vis., 15.03 kw aur.; antenna height above average terrain 548 ft., above ground 601 ft. Estimated construction cost $224,828, first year operating cost $140,000, revenue $240,000. Post office address Box 898, Greenville, N. C. Studio location Intersection of Rt. 210 and U. S. 117, Wilmington. Trans. location same as studio. Geographic coordinates 34° 23' 23" N. Lat., 77° 53' 50" W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Earl Westbrook, A. H. Campbell, Josh Horne and Penn T. Watson. Messrs. Westbrook and Campbell each own 12.78% of **WCKB Dunn, N. C.** Mr. Horne owns 53.85% of **WCEC** and **WFMA (FM) Rocky Mount, N. C.** Mr. Watson is sole owner of **WGTM Greenville.** Applicant also owns **WNCT (TV) Greenville.** Filed Aug. 29.

San Angelo, Tex—San Angelo Tv Co., vhf ch. 3 (60-66 mc); ERP 1.48 kw vis., 0.74 kw aur.; ant. height above average terrain 223 ft., above ground 264 ft. Estimated construction cost $59,050, first year operating cost $48,000, revenue $60,000. Post office address % First State Bank, Rio Vista, Tex. Studio and trans. location Cactus Hotel, Twohig Ave. and Oakes St., San Angelo. Geographic coordinates 31° 27' 40" N. Lat., 100° 26' 05" W. Long. Trans. Gates, ant. Adler. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals are equal partners Lowell Smith and Joe N. Weatherby. Messrs. Smith and Weatherby formerly held minority interests in **KTXL** and **KTXL-TV San Angelo,** respectively. Filed Aug. 30.

APPLICATION AMENDED

Denton, Tex.—Denton, Telecasting Co. amends application for new tv to change trans. location to northwest corner of Bell Ave. and Withers St., Denton, change ERP to 0.25 kw vis., 0.079 kw aur. and to submit additional engineering data. Amended Aug. 28.

Existing Tv Stations . . .

ACTIONS BY FCC

KVIP (TV) Redding, Calif.—Granted mod. of cp to change ERP to 117 kw vis., 58.9 kw aur. and make other equipment changes. Announced Aug. 28.

KFXJ-TV Montrose, Colo.—Granted STA to operate commercially on ch. 10 for period ending Nov. 9. Announced Aug. 28.

WCBC-TV Anderson, Ind.—Granted mod. of cp to change tran.-studio location; change ERP to 22.4 kw vis., 12 kw aur. and make other equipment changes. Announced Aug. 28.

WMT-TV Cedar Rapids, Iowa—Granted cp to install aux. trans. and make changes in presently licensed ant. system at licensed trans. location. Announced Aug. 28.

WWTV (TV) Cadillac, Mich.—Granted mod. of cp to change type amplifer and make minor equipment changes. Announced Aug. 28.

KOOK-TV Billings, Mont.—Granted mod. of cp to install news trans. and ant. system and make other equipment changes. Announced Aug 28.

WTVD (TV) Durham, N. C.—Granted mod. of cp to make ant. changes. Announced Aug. 28.

KLOR (TV) Portland, Ore.—Granted cp to change ERP to 316 kw vis., 191 kw aur. and make other equipment changes. Announced Aug. 28.

WBRE-TV Wilkes-Barre, Pa.—Granted mod. of cp to make ant. changes. Announced Aug. 28.

KOTA-TV Rapid City, S. D.—Granted mod. of cp to change ERP to 72.4 kw vis., 36.3 kw aur., install new trans. and make other equipment changes. Announced Aug. 28.

KILT (TV) El Paso, Tex.—Granted STA to operate commercially on ch. 13 for period ending Jan. 1, 1957. Announced Aug. 28.

APPLICATIONS

WTVW (TV) Evansville, Ind.—Seeks mod. of cp (which authorized new tv) to change trans. location to Chandler Rd., Evansville, Ind. Filed Aug. 29.

WWL-TV New Orleans, La.—Seeks mod of cp (which authorized new tv) to remove condition to grant re: "Commencement of Construction." Filed Aug. 28.

KSTF (TV) Scottsbluff, Neb.—Seeks mod of cp (which authorized new tv) to change trans. and studio location to 9.5 miles north center of Scottsbluff, change ERP to 11.513 kw vis., 5.757 kw aur., make ant. and other equipment changes. Filed Aug. 28.

WSYE-TV Elmira, N. Y.—Seeks mod. of cp (which authorized new tv) to change ERP to 10-kw vis., 5-kw aur. and make other equipment changes. Filed Aug. 23.

Allocations . . .

PETITIONS

Lafayette, La.—By **KVOL-AM-FM Lafayette** requesting allocation of ch. 3 to Lafayette. Announced Aug. 24.

Greenfield, Mass.—By **WRLP-TV Greenfield** requesting allocation of ch. 32 to Greenfield and ch. 78 to Lowell, Mass. It is further requested that FCC issue show cause order directing WRLP-TV to change from ch. 58 to 32. Announced Aug. 24.

Translators . . .

APPLICATIONS

Kingman, Ariz.—Mohave County Board of Supervisors seeks chs. 70, 74 and 82, to rebroadcast, respectively, ch. 2 **KLRJ-TV** Henderson, Nev., ch. 3 KTVK-TV Phoenix, Ariz., and ch. 10 KOOL-TV Phoenix. Trans. output 10 w. ERP to community 80 w. Estimated population to be served 4,000. Post office address Box 390, Kingman, Ariz. Estimated construction cost for each station $3,150, first year operating cost for each station $175. Filed Aug. 23.

Cortez, Colo.—T. V. Inc. seeks ch. 70 to rebroadcast ch. 4 KOB-TV Albuquerque, N. M. Trans. output 10 w. ERP to community 40 w. Estimated population to be served 15,000. Post office address Box 12, Cortez, Colo. Estimated construction cost $6,000, first year operating cost $300. Filed Aug. 27.

Ellensburg, Wash.—Kittitas Valley T. V. Assn. Inc. seeks ch. 71 to rebroadcast ch. 29 KIMA-TV Yakima, Wash. Trans. output 10 w. ERP to community 427 w. Estimated population to be served 17,700. Post office address 208 South Ruby St., Ellensburg, Wash. Estimated construction cost $7,600, first year operating cost $500. Filed Aug. 27.

New Am Stations . . .

APPLICATIONS

North Little Rock, Ark.—Arkansas Valley Bcstg. Co., 1380 kc, 1 kw D. Post office address % H. B. Stubblefield, Pyramid Life Bldg., Little Rock, Ark. Estimated construction cost $18,518.17, first year operating cost $72,000, revenue $85,000. Principals include **L. R. Luker** (50%), **Willis Eddins** (17.5%), **John D. Rhoads** (17.5%) and others. Filed Aug. 27.

Mountain Home, Idaho—Mountain Home Radio Inc., 1340 kc, 250 w U. Post office address % Lou Clemens, Box 2635, Boise, Idaho. Estimated construction cost $17,171, first year operating cost $32,175, revenue $40,750. Principals include **Lou Clemens** (38.5%), **Roger L. Hagadone** (22%), **Richard K. Mooney** (21.5%) and others. Mr. Clemens is employe of **KGEM Boise.** Mr. Hagedone and Mr. Mooney are president and vice president, respectively, of **KYME Boise.** Filed Aug. 24.

APPLICATIONS AMENDED

Dyersburg, Tenn.—Southern General Bcstg.

Continues on page 100

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
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111 Sutter St.
Exbrook 2-5671-2

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Washington, D. C. ADams 4-2414
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Consulting Engineer
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Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
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KANSAS CITY, MO.
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Pennsylvania Bldg. Republic 7-2347
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CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
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Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
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Member AFCCE

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Ownership plus active management opportunity desired. Can make small investment. Family, 12 years radio background. Top references. Box 659A, B•T.

Sales manager who "loves to sell", New Jersey independent has immediate opening. Right man can earn good five figure income. Box 673A, B•T.

Sales manager for only radio station in pleasant Pennsylvania city of 50,000—county of 110,000. One kilowatt station now in 19th year. Excellent income—career opportunity. Send resume and photo. Don't hesitate, this position will be filled fast. Box 720A, B•T.

Little Rock, Arkansas—KOKY—New all-negro programmed station staffing—need 2 experienced white men for executive positions—program director—assistant manager and sales manager—accepting applications through September 15—if you like money and want to move up with rapidly expanding organization send complete resume and photograph first letter or application not considered. John McLendon, Box 1956, Little Rock, Arkansas.

Indianola, Miss. WNLA needs manager-salesman immediately. Only station in city of 6000. Salary and override to right man. Excellent staff and facilities. Present manager being transferred to larger operation. Send resume and photograph to W. L. Kent, Box 523, Greenville, Mississippi.

RADIO

Help Wanted—(Cont'd)

Managerial

Wanted: Ambitious sales manager for WWOC, Manitowoc, Wisconsin, immediately. Wire, write or phone.

Salesmen

Wanted—live wire salesman to cover the Scranton and Wilkes-Barre, Pa., area. Prefer salesman presently employed in this market. No drifters; your experience will write your ticket. Box 450A, B•T.

For a good experienced solid salesman, we offer high earnings and advancement on a good solid basis. Box 630A, B•T.

Upstate New York sales. Man or woman experience. Send photo, resume, wage demand. Box 697A, B•T.

Assistant sales manager needed for radio-tv facility. Wonderful opportunity for right man. Excellent salary, plus commission. Number 1 market. Send full details to Box 702A, B•T.

Opportunity knocks. Chance for aggressive salesman to be own boss and make a little money. Box 709A, B•T.

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RCA needs trained broadcast engineers who can direct and participate in the installation and service of AM and television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters. Opportunities exist in Atlanta, Chicago and suburban Philadelphia.

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Mr. James Bell, Employment Manager, Dept. Y-3J
RCA Service Company, Inc.
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RCA SERVICE COMPANY, INC.

RADIO

Help Wanted—(Cont'd)

Salesmen

Salesman: Young, livewire, energtic radio salesman wanted by top-rated power station in midwestern market of 300,000. Must have experience. Guarantee salary with active list of accounts. Send resume and photograph to Box 716A, B•T.

Salesman for one kilowatt, well established in single station market. Progressive management, sales aides to support honest effort. If you want income and career opportunity this is for you. Also opening for sales trainee. Send photo and resume. Box 719A, B•T.

Salesman-announcer for growing west coast market. Excellent opportunity, located in college town with good schools, churches, recreation facilities. Frank Flynn, KCOV, Box 689, Corvallis, Oregon.

Davenport's music and news daytime station needs another top saleman to develop the fastest growing local station in the nation's 88th market. Your first application must have picture, references: Your sales record in radio, and other qualifications. We are ready for quick action . . . write today to Lester L. Gould, Manager, KFMA, Broadcasting Company, Box 457, 415 Perry Street, Davenport, Iowa.

Are you it? Want a salesman. Salaried. Salary based on sales. Opportunities for advancement. Write WARK, Hagerstown, Maryland.

Salesman—immediate opening. Good market, pleasant working living conditions. Liberal commission. Full particulars, sales record, photo, first letter. WCVI, Connellsville, Pennsylvania.

Opportunity knocks for a young aggressive salesman. 5000 watt station in expanding market. Opportunity for progress and permanency. Send background, income requirements, photo to WEAV, Plattsburg, N. Y.

Account executive for music-news. Guarantee $150.00 per week (not draw), or 15% whichever is greater. No ceiling on earnings. Number one Pulse station. No restricted list. Two other salesmen presently making $12,000 per year. Send full information to WLLY, Richmond, Virginia.

Aggressive salesman, 1 kw daytime midwest. Salary and commission, plus traveling expenses. Market includes two cities, 8,000 each, plus ten smaller communities. Phone or write WPDR, Portage, Wisconsin.

Announcers

Immediate opening in central Florida station for experienced, versatile disc jockey-announcer. Must be strong on news and showmanship. Salary plus talent. Paid vacation. Send tape audition. All applications must include letters of reference. Send full details to Box 595A, B•T.

Wanted—Glib DJ with sparkle and pep, bright and breezy, adlib with flow and momentum, clever quips, novel record intros wanted by station in Ill., Mich., Wisc., Upper N. Y. state, Penna. area. $125. Box 639A, B•T.

Got that creative urge? . . . plus sell-ability. . . ? If so, this may be your chance to move up to a major market with one of America's top am operations, where there's plenty of challenge for a "personality" with a new sound. Tell us how you think, on paper—how you look, in photo and sound, on tape (returned). Jukebox deejays, don't bother—we want an idea man with an approach that is unique. Box 672A, B•T.

Announcer—experienced. Night shift. Capable of handling news broadcasts. Box 699A, B•T.

Independent kilowatt daytimer, midwest will pay $350.00 per month for 48 hour week to qualified announcer. Send audition, details and references first letter, no unmarried men. Box 726A, B•T.

Experienced announcer for Montana's number 1 radio station. Health insurance, two weeks paid vacation after one year, 40-hour week. Submit tape, photo, availability in letter, to Assistant Manager, KFBB, Great Falls, Montana.

Little Rock, Arkansas—new negro station—KOKY staffing—need 4 negro DJ's R&B and religious—accepting applications through September 15—send details, experience, and picture first letter—John McLendon, Box 1956, Little Rock Arkansas.

Two top-notch combo men being transferred into our tv. Need men of equal calibre to replace them immediately. Must have first phone. Send tape and resume to Ed Mosley, KREM, Spokane, Washington.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-salesman. Prefer man from Oklahoma, Arkansas, Texas. Contact George Merker, KTMC, McAlester, Oklahoma.

Help wanted: Announcer-first phone—40 hours. 50 miles from New Orleans. Call Ray Saadi, KTIB, Thibodaux, Louisiana.

Wanted: Combo-man with first ticket, present college town. Best working conditions. Begin $100.00 per week. Write Rus Holcomb, WCEN, Mt. Pleasant, Michigan.

Announcer wanted. Daytimer needs experienced announcer immediately. Send tape and complete details. Excellent opportunity for the right man. WCLA, Petersburg, Virginia.

Wanted: Announcer with first class license. Write or phone Ed Allen, WDOR, Sturgeon Bay, Wisconsin.

Wanted—Settled announcer holding first class license permanent position with benefits. Send tape and full particulars, WEED, Rocky Mount, N. C.

WFNC, Fayetteville, North Carolina, needs good announcer. No night work. Person from southeast preferred. Good working conditions. Write giving educational background, experience and biographical sketch. Send tape of news and short record show.

Wanted: Engineer-announcer with emphasis on announcing. Also hillbilly announcer. Good salary, plus talent and overtime. Pleasant working conditions. Send all details along with tape and references. Nathan Frank, WHNC, Henderson, N. C. Immediate opening.

Florida fulltime 5000 watt NBC affiliate has opening for experienced salesman. Good draw on commission. WLAK, Lakeland, Florida.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer with minimum of one year commercial experience. Will not consider recent graduate or AFRS alumni. Desire man with mature voice and judgement for staff work which can lead to position of executive responsibility. Company operates several stations. All applicants must have car. Play-by-play sports experience an advantage. Reply by phone your expense to Manager, WLSH, Lansford, Pa.

Announcer—excellent opportunity for man with selling voice who can build musical shows from list of nation's top favorites and keep "intros" to selections brief and interesting. Send no tapes now. These will be requested later if you give complete outline of qualifications in letter to Program Director, WOC, Davenport, Iowa.

Florida fulltime network station needs good announcer-engineer with 1st ticket, capable of maintenance. Lovely, fast growing town, famous South Florida ocean beaches. $85 week to start. WSTU, Stuart, Florida.

Help wanted: Announcer with first phone license. WSYB, Rutland, Vermont.

Technical

Southeastern regional needs competent engineer-announcer. Pleasant locality in up-and-coming area. Excellent equipment and working conditions. Send tape. Write giving experience and desired salary. Box 517A, B•T.

Wanted—engineers with first and second phone licenses. Salary will depend on qualifications and experience. Range $61.50 to $105.00 per week. Radio and television jobs available immediately. Experience not required. Write Box 529A, B•T.

Top engineer wanted. Thoroughly experienced chief engineer for remote controlled station. A chance for freedom of operation and good salary in return for 100% efficient engineering operation. Apply only if you're sure you can handle everything between the mike and antenna and enjoy everything connected with radio and engineering. Complete details to Box 560A, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification and provide a recent snapshot. Box 593A, B•T.

Wanted—first class engineer who can serve as disc jockey. Send picture and state experience. Box 638A, B•T.

Engineer-announcer, 1st class ticket, or chief, Indiana, 1000 watts, independent daytime. $85.00 start. Box 654A, B•T.

Rare opportunity for first ticket man with five thousand to invest in working one-third interest CP for single station southern town. Can take air as rapidly as you can install Gates equipment. Floaters, curiosity seekers, promoters save your stamps. This grant was sought by four others who were rejected by city fathers. You will be investigated. Success of station is assured. Quick action is essential. Box 691A, B•T.

Experienced first engineer-announcer. Early morning shift. Cover remotes, cut discs, make tapes and care of equipment. You be chief. Immediate opening. Up state New York. Send photo, wage demand and when available to Box 698A, B•T.

Engineer with first class license. Experience desired in am and fm transmitter operation and maintenance. Single station city in medium sized Iowa town. Box 722A, B•T.

Capable, experienced studio, transmitter engineer for 5 kw Ohio regional station—personal interview desirable—good starting salary. Box 728A, B•T.

Projectionist—experienced, for medium market vhf, maximum power station. 40 hour, 5 day week. Reply Box 729A, B•T.

(Continued on next page)

RADIO-TELEVISION

HELP WANTED

National has a multitude of outstanding jobs for outstanding people listed at this moment in both Radio and Television, and in all parts of the country. If you are interested in a job that fits your capabilities both now and in the future, contact National today. If we don't have one on file, we'll find one for you.

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National has a number of top quality Radio and Television people with experience in nearly every phase of Broadcasting available right now. Because we've checked, we can recommend them to jobs that fit their qualifications. Call National. You'll find that a National Man is the Right Man for the Job.

Personnel and job requests are still pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.

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RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer for combo work 40 hours weekly. Salary consistent with combo work experience. Apply KNOG, Nogales, Arizona, immediately.

Wanted: Engineer-announcer combination. Prefer man with construction abilities. New station. Top pay for right man. Permanent. KUVR, Holdrege, Nebraska.

First class engineer for 500 watt daytime station. Immediate opening. WADS, Ansonia, Connecticut, REgent 5-4606.

Permanent position for engineer with first phone license. Radio and television operation and maintenance. Contact Wilbur Albee, WCSC, Charleston, South Carolina, for details.

Engineer, announcer 250 watt independent 90 miles from New York. Must be able to maintain station and do good announcing job. Salary commensurate with ability. Write Manager, WDLC, Point Jervis, New York.

First class engineer wanted immediately for good daytime operation in beautiful New England. WESO, Southbridge, Mass. Good pay and working conditions.

First phone operator. Tape experienced desired. Job available October 1. Send resume to WICH, Norwich, Connecticut. Include phone number and minimum salary expected.

WTOC, 5kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

1st phone engineer. Chance for advancement, send full details to Dan Williams, WVOT, Wilson, North Carolina.

Immediate opening chief, some announcing. Complete responsibility, small Virginia station. Excellent opportunity. Top salary. Contact Woodbury S. Ober, call Orange, Virginia, 7263, collect.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Copywriter, receptionist needed immediately. Montana station. Applicant should have limited experience in booking and traffic duties. Include photo, references and salary requirements in application. Box 652A, B•T.

Experienced copywriter. Prefer female. Good starting salary for person with commercial station or college radio training. Must be good typist, creative production minded. Send personal prospectus, picture, references and copy samples to KTRN, Wichita Falls, Texas.

Newsman-experienced desirable. Emphasis on delivery. Morning shift after break-in. WHHH, Warren, Ohio.

Copywriter, female — wonderful opportunity, metropolitan, long-established am station. Opportunity for advancement into our tv station. Send resume and sample of copywriting or call for appointment, Ralph Kanna, WKNB, 1422 New Britain Avenue, West Hartford 10, Connecticut.

ADVERTISING AGENCIES

Help Wanted

Tv-radio director for long established full recognized midwestern agency. Excellent starting salary with ample expansion opportunity. This position must be filled promptly so write today giving complete background and experience with photo if possible. Box 669A, B•T.

Situations Wanted

Managerial

I'm no magician but—if you have the facilities and a market, I can make your station pay off. Top ratings in 90 days. Over 20 years operating experience. Presently gainfully employed but seek a market half million or more. Moderate salary plus percentage of gain. Box 502A, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Manager: Investigate before you invest! Factual outline, administrative and personal sales record; bonafide details and figures; top accredited industry reputation; substantiated local/national sales know-how business getting ability. On your desk—at your request! Nothing to lose. Confidential. Box 518A, B•T.

Sales manager: Don't try to top a proven pro—hire his experience and know-how! Factual outline and bonafide detailed personal sales record substantiating national/local business getting ability yours for the asking. Now working but confidentially seeking your inquiry. "Don't let a good one get away." Box 519A, B•T.

Manager with outstanding sales and programming record is interested in association with midwest major market or medium market independent as sales manager. Present earnings in five figure bracket. Will also consider stock option program in lieu of certain salary considerations. Only stations seeking permanent and long term sales management need apply. I am a family man who is interested in making a lifetime connection in a market in excess of 50,000 in the midwest. Box 596A, B•T.

Experienced general manager—am-tv—currently heading top-rated small market network operation. Have fine New York-Chicago agency and advertiser contacts. Want to relocate with progressive operation seeking first-rate sales results and economical operation. Box 617A, B•T.

Top-flight general manager available immediately. Industry veteran with excellent working knowledge of all phases of radio and television. Looking for medium to medium-large market where I can build your sales from red to black in a short time (have one of the finest sales records and pride myself on sharp economical operation). For complete details and background, Write Box 618A, B•T. Confidential.

Well known radio executive leaving present post. Would like thriving, competitive medium market, where sales knowhow and sharp programming will pay dividends for both you and myself. Have finest industry references and top record. Write Box 619A, B•T.

TV PEOPLE READY

HERB MILLER

BOB LASSITER

VERNEEA THOMPSON

HERB JENSEN

RUBY GRAHAM

GEORGE SWARTZ

EVERETT ALLEN

PARKER LANE

DONALD PEACE

DARWIN CRANE

These People have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV personnel. People like these—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Contact John Birrel, Employment Counselor, for immediate details.

ANYONE INTERESTED

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.

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CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Managerial

Manager. Experienced independent and network. Small or medium midwest market, Box 623A, B•T.

Station manager—long successful experience. Strong on sales, full of practical salesable ideas and energy. Efficient operator. Mature man, reliable, sober, excellent references. Box 651A, B•T.

Well-known midwest general manager of radio and tv available. 18 years experience, ten years with present company. Married, family, age 36. Box 665A, B•T.

Sales manager seeks management opportunity small market station. Young. Aggressive. Box 674A, B•T.

Attention Florida: 10 years sales and management experience in radio and television. Now in Florida, avaible for interview. Top qualifications, references. Box 684A, B•T.

Attention New England: Radio and television, 10 years sales and management experience. New England native. Highest qualifications, references. Box 685A, B•T.

Sales manager—positive thinking, skilled, experienced sales manager, manager. Successful salesman, organizer, proven record, ability. Family man desires permanent advancement to larger market. Thirty-three, successfully managing top music station in medium market. Income is good, and work for it. Box 694A, B•T.

General manager-sales manager. Currently heading top independent in mid-eastern medium market. Wishes to relocate with progressive operation. Exceptional sales and management record, finest references. Box 708A, B•T.

Successful sales manager, with program and news experience, seeks chance to manage small market operation. Box 718A, B•T.

Salesmen

Six years experience. Outstanding sales record. Seeks permanency. Will travel. Box 650A, B•T.

Young, aggressive salesman. Recent Midwestern Broadcasting School graduate. Short on experience but willing to work hard to learn. Prefer working in the south. Either salary or commission. Box 700A, B•T.

Announcers

Experienced enthusiastic DJ. Build good balanced record shows for morning, afternoon or night. Have fast moving alert morning with personality and top rating. Excellent delivery on commercials. Make personal contact with sponsors. Idea man. Family man. Clean habits. Top salary. Tape and photo on request. Box 586A, B•T.

Negro DJ want second chance: Have good personality, very dependable. Box 594A, B•T.

Negro announcer-engineer-1st class phone strong on interviews, production of public service programs. Experienced also in copywriting. Box 637A, B•T.

Experienced staff announcer, married, family, wishes to relocate in Florida but will consider any reasonable offer. Strong on all phases radio and television. Box 640A, B•T.

Announcer—one year all around staff experience. Third class ticket. Car. Box 653A, B•T.

Announcer-experienced — third class ticket — family man. Desires permanent location in small or medium market operation. Southern states preferred. Box 655A, B•T.

My speciality—very relaxed DJ shows. Good news. Strong commercial. Desire moderate size market. Married, vet. Experienced. Box 656A, B•T.

Top announcer—3 years radio schooling, single, will travel. 7 years experience as relief announcer and record librarian. Box 661A, B•T.

Announcer, experienced in sales, copy, promotion, and public relations seeking permanent announcing position. I can be an asset to your organization. Contact me and see. Box 662A, B•T.

Razor sharp—production minded announcer, energetic salesman—experienced all phases, family—ambitious. Prefer indies. Florida, southeast. Box 663A, B•T.

DJ-News-sports, presently employed — married. Want to relocate in larger market in the east. Box 668A, B•T.

Beginner, radio school graduate, seeks opportunity in radio or television. Tape, resume, photo. Box 676A, B•T.

Announcers

Announcer-DJ. No great talent, just steady, dependable, mature air-salesman. Box 677A, B•T.

Broadcasting school graduate, strong on hard sell commercials, news, sports, DJ, board, play-by-play. Excellent references, hard working, vet, married, ambitious. Tape, photo, resume. Box 679A, B•T.

Pennsylvania only. Experienced-reliable-good voiced-married. 40 hour week—employed. Box 681A, B•T.

Staff announcer, negro, thoroughly trained, news, commercials, DJ, board, tape available. Box 682A, B•T.

Announcer, negro, terrific disc jockey personality, some experience. Tape available. Box 688A, B•T.

Experienced staff announcer, would like start at sport station to do play-by-play. Would prefer east—would also accept tv. Box 689A, B•T.

Announcer-radio-tv. On-camera commercials. 9 years radio, 2 years tv. Single, veteran, 33. $85. minimum. Prefer midwest, consider elsewhere. Box 692A, B•T.

Disc jockey, sports play-by-play. Experienced. Employed. References. Box 693A, B•T.

Announcer: 26, married, vet, radio school graduate. Available immediately. Tape, resume, photo upon request. Box 696A, B•T.

Attention midwest: Have recently left but want to return. Six years experience, headed news department and have operated board and am, familiar with network and indies. References from all employers. Single and a veteran. First consideration given to staff and operation. Box 703A, B•T.

Announcer. 7 years experience. Strong news, commercials. Seeks permanence, opportunity. Box 704A, B•T.

Experienced combo announcer-DJ. Young, versatile, knows music. Working for 1st ticket. Tape available. Box 707A, B•T.

1st phone announcer. 2½ years experience. DJ, news, play-by-play. $100 minimum. Box 710A, B•T.

Don't answer this ad unless you want an inexperienced, high voiced fellow determined to make good. Box 712A, B•T.

Announcer—wages not counted as much as experience desired. Single, willing to travel. Genuine wish for progress. Box 713A, B•T.

Experienced. Have worked at 5000 watt station. Excellent references. Top DJ. Good at news. Prefer New England area. However will gladly travel. Single, resume, tape. Box 714A, B•T.

High school graduate desires start in radio. Has little experience. Box 717A, B•T.

Available—experienced announcer . . . dependable hard worker . . . good references . . . desires to relocate—all offers carefully considered. Box 721A, B•T.

Stop—look—experienced announcer—single—veteran—network experience—have suitcase. Box 725A, B•T.

Announcers

Top announcer, first phone, 4 years experience, presently employed, wish to locate in northeast. Box 727A, B•T.

Veteran, recent graduate, strong news, deejay, commercial personality. Single, travel available immediately. Salary no problem. Tape, resume. Barbarette, 1075 Longfellow Avenue, Bronx, N. Y.

Prodigal son of midwest has repented—wishes to return. Available September 10. Must have $6,000: experience and ability worth it. Tom Elkins, 1800 West 30th, Little Rock, Arkansas.

Announcer. First phone license. Five years announcing. Good commercials, news. Capable routine maintenance. Desires permanent position southeast. Details please. G. H. Massingale, R.F.D. #2, Box 223 D, Lake Wales, Florida.

Announcer, 3 years experience, news, commercials, DJ, strong on sports. Available immediately. Barry Pfeffer, 1973 Daly Ave., Bronx 60, N. Y.

Announcing school graduate. Recent 1st phone. Russ Randolph, 2219 N. Parkside, Chicago, Illinois.

Florida stations: Need an experienced, reliable, announcer-air-salesman? Available now, John Vail, % Fernandes, 57-64 81st Street, Elmhurst 73, N. Y. DE 5-7944.

Experienced pop DJ. Formally with top indie in metropolitan market. Easy, friendly style. Seeks change, northeast preferred. Write: Announcer, % Room 457, 2 Broadway, N. Y. C., N. Y., or phone WHitehall 3-7387.

Combo-man with five years experience engineer-announcer. First class license. Want job with future. Write 8716 Elliot Avenue, South, Minneapolis, Minnesota.

Technical

Chief engineer. Fully qualified and experienced. Can make moderate investment. Box 666A, B•T.

Programming-Production, Others

Program director, other supervisor. 9 years experience radio-tv. Presently employed responsible position major 50kw. Would like to put my experience and knowledge to work for good small station. Young man, single. Box 582A, B•T.

Top-rated tv and radio newsman in major market. Looking for news director spot in medium market. Mature, family man. Experienced in gathering, writing, delivering news. Can offer excellent references. Strong on newsroom organization. Believe aggressive, thorough news coverage is a mission, not just a job. Hoping to find congenial station and community where we can become a permanent useful part. Detailed experience resume and photo on request. Would like to visit any station really interested. Box 675A, B•T.

Young aggressive program director seeks affiliation with station with greater potenial. Will consider staff announcing if potential exists. Single. Ambitious. Two years experience. Box 678A, B•T.

NEED THREE HEADED DISC JOCKEYS

Means just that! Must have mental capacity—originality—and alertness because you'll find that things are always "right side up" on the STORZ STATIONS.

The STORZ STATIONS are expanding again. WQAM-Miami has just joined the fold KOWH-Omaha; WTIX—New Orleans; WHB-Kansas City and WDGY-Minneapolis are all *the* TOP RATED stations in their respective markets. We need strong personalities for several of our markets to cover the expansion. TOP PAY to TOP MEN. If you're interested only in the "sunshine of Miami" or the "leisurely living" of New Orleans, save your time and ours by contacting the Chamber of Commerce in those cities. But, if you're interested in joining the NUMBER ONE FAMILY of Independent stations—send a representative tape with a short resume of your background. If you sing over records or whistle while humming counterpoint at the same time—let us hear it. All tapes returned promptly.

MAIL TAPES TO: Todd Storz—President

THE STORZ STATIONS

Kilpatrick Building

Omaha, Nebraska

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Experienced man for original, effective copy. Married. A.B. Degree. Prefer south. Box 695A, B•T.

Newsman. Experienced rewrite, delivery, 7 years. Present employer will release me anytime. Prefer am-tv operation. Box 705A, B•T.

Program director. Experienced independent and network operations. Young! Creative! Ideas! Box 706A, B•T.

Would you like a personality gal who has been doing publicity, promotion and emceeing television show for summer stock company? Performed deejay shows from night clubs, restaurants and teen center. Last radio job with number one station in Flint. Excellent references. Dottie Miller, 619 West Fifth Avenue, Flint, Michigan.

Newscaster—newswriter: Nine years metropolitan radio and tv. Reporting, writing, editing. Good delivery, journalism degree, former Army newsman overseas. Want major market radio or tv staff job, prefer east. No small towns. Write: Suite 212, Carlton House, Pittsburgh, Pa.

TELEVISION

Help Wanted

Salesmen

Wanted: Tv times salesman, in the nation's fastest growing market. Must have sales experience however tv experience is not necessary. Liberal salary, draw and commission. Contact Mike Kitay, KTVR, Denver, Colo., or Hugh Larue, WINS, New York.

Top-notch salesman for top-notch tv station in rich market. WFMY-TV, Greensboro, North Carolina, wants to hire a man of high calibre, excellent sales record, good character, keen judgement and pleasant personality, to represent station as account executive. Substantial base salary plus good commission. Send detailed information and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately. Send attention Commercial Manager.

Let us show you an exceptional opportunity for experienced tv salesman. Salary plus commission. Send resume and we will send details. General Manager, WSEE-TV, Erie, Pennsylvania.

Announcers

Experienced announcer for large eastern network affiliate. Straight commercial announcing and booth work. Give full resume and expected salary. Box 483A, B•T.

Tv announcer-vhf CBS-TV station in major Middle Atlantic market needs good commercial announcer. Possibly radio announcer, over 25 years of age, who is looking for a good opportunity to move into tv. Starting salary, $400 per month. Send tape and several recent photographs. All inquiries will be answered promptly and kept confidential. All tapes and photos will be returned. Address Box 686A, B•T.

Experienced announcer-switcher for Montana's number 1 television station. Live commercial and booth work. Know DuMont switching operation or be prepared to learn. Health insurance, two weeks paid vacation after one year, 40-hour week. Submit tape, picture with letter, date available for work, to Assistant Manager, KFBB-Television, Great Falls, Montana.

Announcer-director. Commercial vhf has immediate opening for on-camera announcer with directing background. Must have commercial experience. Salary open. Send resume, picture, tape and salary requirements to Program, Director, KOMU-TV, Columbia, Missouri.

TELEVISION

Help Wanted—(Cont'd)

Technical

Transmitter supervisor, G.E. equipped, midwest, metropolitan station, top salary. Preferably with construction and maintenance experience. Box 658A, B•T.

First phone operator. Top pay, chance for advancement. No experience necessary. Box 683A, B•T.

Transmitter engineers for aggressive vhf, DuMont experience preferred, however will consider any man with good technical background. Send details, schooling experience, family status, photo, salary, Chief Engineer, KERO-TV, 1420 Truxton Ave., Bakersfield, California.

Studio video technician, permanent position. Give experience; especially maintenance. Salary expected, and recent snapshot. KRMA-TV, 13th & Welton Streets, Denver, Colorado.

Permanent position for engineer with first phone license. Radio and television operation and maintenance. Contact Wilbur Albee, WCSC, Charleston, South Carolina, for details.

Need first-second class license men for studio-transmitter-operating-maintenance. Full resume first letter to Chief Engineer, WHTN-TV, Huntington, West Virginia.

WTOC-TV, Channel 11, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newswriting experience helpful. State salary requirements with resume. Box 509G, B•T.

Established midwest tv station wants aggressive newscaster. Must have broadcast experience. Complete film facilities available. Must be go-getter. Complete resume and photo required. Salary open. Box 670A, B•T.

Account opportunity in network for man experienced in general or program cost accounting in station in medium sized or larger market, willing to relocate in major market. College degree in Accounting, Finance or General Business. Experience in public accounting preferred. Age limit 32. Send detailed resume to Box 671A, B•T.

Top station in highly competitive market needs aggressive program director for full power NBC station. Good market. Excellent pay. Unlimited possibilities. Send complete information first letter to Box 701A, B•T.

Girl as assistant to program manager. Established network vhf. Experienced on-camera helpful but not required. Typing and shorthand essential. Box 711A, B•T.

Excellent opportunity for alert promotion man. WFMY-TV, Greensboro, North Carolina, needs a promotion director. Must have experience in radio and/or television. Job entails supervision as well as execution of newspaper advertising, program, station and market promotion in trade press, on the air promotion, research and develop sales promotion aid. This is a 3-person department in a progressive station. Send full details on training and experience, along with photo.

Experienced news director capable of delivering own newscasts on-camera and handling local news staff. Position open immediately. Send complete details and photo to J. W. Kelin, Program Director, WTVO, Rockford, Illinois.

TELEVISION

Situations Wanted

Managerial

Television manager available. Finest sales record. Seeking progressive operation that needs sales boost. Full details, write 616A, B•T.

Top-flight general manager available immediately. Industry veteran with excellent working knowledge of all phases of radio and television. Looking for medium to medium-large market where I can build your sales from red to black in a short time (have one of the finest sales records and pride myself on sharp economical operation). For complete details and background, write Box 618A, B•T. Confidential.

Well-known midwest general manager of radio and tv available. 18 years experience, ten years with present company. Married, family, age 36. Box 665A, B•T.

Experienced sales manager well qualified in sales, marketing, management. Presently employed but desires advancement. Advise salary possibilities. Box 680A, B•T.

Announcers

Announcer, experienced in sales, copy, promotion, and public relations seeking permanent announcing position. I can be an asset to your organization. Contact me and see. Box 662A, B•T.

Technical

Engineer tv. Recent 1st phone, state salary. Walter Piasecki, 2219 N. Parkside, Chicago, Illinois.

Programming-Production, Others

CBS newsman in major market looking for tv opportunity, air work, writing, administrative. Will relocate. Box 396A, B•T.

Writer-newsman. Can gather, photograph, write and broadcast news. Knows still, movie cameras. 27 years old. Masters degree journalism. Wants solid position medium sized city north central states or west. Box 664A, B•T.

For sale—1 producer-director. Slightly used. Guaranteed to relieve headaches! Works while you sleep! Highly recommended! This week . . . only $85! (C.O.D.) Box 667A, B•T.

Director-producer—film man—6 years with top midwest station—will relocate BA, MA degrees. Best references. Box 687A, B•T.

See ad under Radio—Dottie Miller.

FOR SALE

Stations

Northeast—local 250 watter, single station breaking even. Owner-manager could make money. $20,000 cash—assume $16,000.00 bank notes. 9 year attractive lease on building with transmitter at one location. Present absentee ownership. Contact Katherine Strobuck, phone Amsterdam VI 3-2299, or Box 715A, B•T.

Middle south small market: $25,000—terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

A principal city, middle south state, fulltime regional station with earnings record. $250,000. Terms 29% down, balance over 5 years. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Tennessee small market station, $33,000 total price. Responsible party can purchase with $13,000 down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Florida secondary market, daytimer, $49,500. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Also two Florida stations, both under $65,000.00. Both need good owner-managers. Terms can be arranged. See John Hanly.

Eastern fulltime, grossing around $125,000.00. Operating costs, $100,000.00. Combo operation. Asking $130,000.00. Terms open. See John Hanly.

Northeastern fulltimer. Excellent for owner-manager. Small market, small operation with good lease situation. Low overhead, breakeven operation. Asking $42,500.00, at least 50% down. See John Hanly.

Southeastern fulltime, combo operation. Staff of nine. Grossing about $65,000.00, asking $53,000.00, $18,500.00 down with land and building, or $43,500.00 without. $15,000.00 down. See John Hanly.

I have an opening for a capable, experienced, hard-hitting Sales Manager. Salary and override. Must be able to furnish references as to integrity and performance. Apply

Box 644A, B•T

FOR SALE

Equipment

New England daytimer, single market. Established station in black. Asking $48,000.00, all cash. See John Hanly.

Eastern fulltime. Gross around $125,000.00. Operating costs, $100,000.00. Salaries, $52,000.00. Excellent frequency. Asking $125,000.00, $50,000.00 cash. See John Hanly.

For the best station buys in the east and south. Call John Hanly, 1737 De Sales Street, N. W., Washington, D. C. EXecutive 3-2185.

RCA TT-5A high band transmitter, factory converted to air cooling. Box 532A, B•T.

One Amertran 5 kw modulation transformer. Electrically OK. Needs 3 terminals. Primary 1875-1875 ohms. Secondary 3200-4000 ohms. Cost approximately $1,400.00. Make offer. Box 723A, B•T.

Schafer remote unit, brand new; two Standard libraries. Box 724A, B•T.

One new 7C26 tube in orginal carton. Will sell for $200.00. KCCT Radio Station, Corpus Christi, Texas.

For sale: One Gates 3 speed turntable CB-11 in good condition . . . price $85.00. KFLD, Box 1006, Floydada, Texas.

For sale: 1 Carter rotary converter-6v DC input, 115v output complete—$50. 1-Wirek battery portable tape recorder. Compact unit-measures 6-6-14 inches. 7½ ips-spring driven—$150. 1 Wilcox tape recorder, Model 8TM. Full tract recording head, Hi-Z input, jacks for phones, extension speakers. 7¼ips—$50. KGAF, Gainesville, Texas.

160 foot Wincharger 101 guyed tower, dismantled, base insulator, guys, make offer KSIB, Creston, Iowa.

For sale: Gate 28CO limiting amplifier in good condition, $100.00. KTIL, Tillamook, Oregon.

Come and get it. 3,800-record western music library. $400.00 buys everything except the shelf. Station KTYL, Mesa, Arizona.

Minitape tape recorder . . . over the shoulder portable 7½" battery operated in first class condition. Looks and runs like new. Has been used tops of 50 hours and probably less. Cost $265. First check for $165 delivers this ready-to-operate professional portable complete with microphone and battery charger. General Manager, WACE, Chicopee, Mass.

For sale—150 ft. self-supporting IDECO tower, insulated. Call or write WARK, Hagerstown, Maryland.

REL type 695 50 watt transmitter and receiving units. Whipe and receiving dipole, 35 ft. windup mast and trailer. Now operating on 153.11 meg. Contact WCEC, Rocky Mount, N. C.

Doolittle frequency monitor, adjusted to 1490. Model FD-1A, good condition, $125.00. Radio Station WMRE, Monroe, Georgia.

Best offer takes insulated self-supporting 150 ft. tower. Call REpublic 7-8000, Washington, D. C.

Commercial crystals: And new or replacement broadcast crystals for Bliley, Western Electric, RCA holders. Conelrad frequencies. Crystal regrinding, etc. Reasonable prices, fastest service—also station am monitor service. Over 20 years in the business! Eidson Electronic Company, Temple, Texas.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

For sale: Used Western Electric 451-A-1 250 watt am transmitter. Would be ideal for Conelrad use. Two 1240kc crystals and spare tubes included. Contact Radio Station WEBQ, Harrisburg, Illinois.

WANTED TO BUY

Stations

Private sales. Dignified personal service. Texas, Colorado, Oklahoma, Arkansas, Kansas, Missouri. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted: One used live camera chain. Prefer field power supply and control unit. Box 525A, B•T.

WANTED TO BUY

Equipment

Any type used console. Must be in operating or easily repairable condition. Box 657A, B•T.

Wanted: Used Amperex 504-R tubes in satisfactory condition. WCTA, Andalusia, Alabama.

Wanted: New surplus radio transmitting tubes any quantity. Types 893, 898, 852, 857, for Trans-International Fowarders, Inc., 82 Beaver Street, New York 5, New York.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

FCC first phone license. Concentrated speed course. New class begins September 17th. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y.

RADIO

Help Wanted

Managerial

SALES EXECUTIVE

Small, well financed, station "rep" bursting at its seams with energy and ambition seeks aggressive sales-executive capable of taking over new business department. You make the proposition. We'll listen. Replies in confidence.

Box 660A, B•T

Programming-Production, Others

RADIO PRODUCTION MANAGER WANTED

We're looking for a man to fill a big job at a great clear channel radio station. We want a production manager. He must be resourceful, energetic and creative. He must know how to administer a large staff of experienced broadcasters and production people. He must be able to handle the problems of live musical variety, farm, news and recorded music programs. He must be able to cope constructively and imaginatively with the problems of a competitive, big-city market.

The man we're looking for must have had station experience, and a lot of it. No air work required for this job. We'll pay good money to the right man, and the opportunities for advancement are unlimited. Send complete information on your experience, education and capabilities. Also a small photo. Replies confidential.

Box 635A, B•T

RADIO

Help Wanted—(Cont'd)

Salesmen

STANDING STILL WHERE YOU ARE? STYMIED BY SMALL MARKET BLUES?

We've got nothing but money for a real sales producer, growing market near Washington-Baltimore. Protected accounts, RAB sales helps. Liberal salary commission basis. Send resume and photo first letter. We are ready to go NOW.

Box 690A, B•T

Situations Wanted

Announcers

Veteran announcer seeks opportunity to do morning clock tie-in show for progressive station. Solid commercials, good habits, best references.
Also, tremendous experience behind mike other phases of broadcasting. Now employed top net station large market. Salary plus. No floater, married, educated, reliable.

Box 633A, B•T

COMEDIAN-DJ

Don Norman, top Midwest personality, available September 15. Orginal, has wide appeal. Variety says: "Norman has the style that has made the Godfreys and Morgans what they are today." Contact Don Norman, 3353 N. 37th Street, Omaha, Nebraska.

TELEVISION

Help Wanted

Technical

WUNC-TV Channel 4 Needs Engineers for

Television Mobile Unit RCA TT-25BL Transmitter, Kine Recording and Processing. Opportunity to Study at Carolina, Duke, N. C. State. Rush Resume and Salary Requirements to:

Alan B. MacIntyre
Box 486
Carrboro, N. C.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

(Continues on next page)

Continued from page 92

Co.'s application seeking cp for new am (1330 kc, 500 w D) amended to change ant., trans. and studio location to US #78, approx. 1 mile north city limits, Dyersburg; delete remote control request; make changes in ant. system (increase height) and make changes in ground system. Amended Aug. 23.

Abilene, Tex.—Application of Bill Mathis seeking cp for new am on 1280 kc, 500 w D amended to change frequency to 910 kc; make changes in ant. (increase height) and ground system. Amended Aug. 27.

APPLICATION DISMISSED

Walla Walla, Wash.—Walla Walla Musicasters' application seeking cp for new am (1320 kc, 1 kw D) dismissed (request of applicant). Dismissed Aug. 29.

Existing Am Stations . . .

ACTION BY FCC

WBRG Lynchburg, Va.—Granted mod. of cp to make changes in ground system. Announced. Aug. 28.

APPLICATIONS

KAGH Crossett, Ark.—Seeks cp to change frequency from 1340 kc to 800 kc; change hours of operation from U to D with 250 w; change ant. trans. location; make changes in ant. (increase height), ground system and operate trans. by remote control from 900 S. Main St., Crossett. Filed Aug. 24.

KROP Brawley, Calif.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Aug. 23.

KRDU Dinuba, Calif.—Seeks cp to change frequency from 1240 kc to 1130 kc; increase power from 250 w to 1 kw; install DA-1, new trans. and change ant.-trans. location to Hill Ave., ¼ mile south of Sumner Ave., Orange Cove., Calif. Filed Aug. 24.

KPOL Los Angeles, Calif.—Seeks mod. of cp (which authorized change hours of operation, install DA-N and change studio location) for extension of completion date. Filed Aug. 28.

KCBQ San Diego, Calif.—Seeks cp to increase power from 1 kw N, 5 kw D to 5 kw N, 10 kw D; change from DA-N to DA-2; change ant.-trans. location to Fanita Ranch & Mission Gorge Rd., El Cajon, Calif.; make changes in ant. (3 additional towers, decrease height), ground system and install new trans. Filed Aug. 24.

KAGR Yuba City, Calif.—Seeks cp to increase power from 100 w to 250 w. Filed Aug. 27.

KHIL Fort Lupton, Colo.—Seeks mod. of license to change main studio designation from Fort Lupton to Brighton-Fort Lupton, Colo. Filed Aug. 29.

WSTU Stuart, Fla.—Seeks cp to increase power from 100 w to 250 w. Filed Aug. 24.

WAKE Atlanta, Ga.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Aug. 23.

WJOB Hammond, Ind.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Aug. 23.

WCPM Cumberland, Ky.—Seeks cp to change frequency from 1490 kc to 1410 kc; change power and hours of operation from 250 w unl. to 1 kw D and change trans. Filed Aug. 27.

KSIL Silver City, N. M.—Seeks cp to change frequency from 1340 kc to 1250 kc; increase power from 250 w unl. to 500 w N, 1 kw, D; install DA-N and new trans.; change ant.-trans. location; make changes in ant., ground system and operate trans. by remote control from studio while employing non-DA. Filed Aug. 24.

WRIV Riverhead, N. Y.—Seeks cp to increase power from 500 w to 1 kw and change trans. Filed Aug. 24.

WHOK Lancaster, Ohio—Seeks cp to increase power from 500 w to 1 kw. Filed Aug. 24.

WBVP Beaver Falls, Pa.—Seeks cp to install new trans. Filed Aug. 28.

KCMC Texarkana, Tex.—Seeks cp to install new trans. Filed Aug. 28.

KITN Olympia, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date. Filed Aug. 28.

APPLICATIONS RETURNED

KSON San Diego, Calif.—Application seeking authority to determine operating power by direct measurement of ant. power returned to be notarized. Returned Aug. 27.

WCNU Crestview, Fla.—Application seeking mod. of license to change studio location returned (unnecessary). Returned Aug. 29.

WESO Southbridge, Mass.—Application seeking authority to determine operating power by direct measurement of ant. power returned to be notarized. Returned Aug. 27.

APPLICATION RESUBMITTED

WERH Hamilton, Ala.—Resubmits application seeking authority to determine operating power by direct measurement of ant. power. Resubmitted Aug. 23.

New Fm Stations . . .

APPLICATIONS

Sacramento, Calif.—Town & Country Broadcasters, 95.3 mc, 1 kw unl. Post office address % William T. White, 3431 Kentfield Dr., Sacramento 21, Calif. Estimated construction cost $3,260, first year operating cost $11,700, revenue $14,000. Principals include William T. White and Virgil J. Nugent, equal partners. Filed Aug. 28.

Existing Fm Stations . . .

ACTIONS BY FCC

WABB-FM Mobile, Ala.—Granted request to cancel license; call letters to be deleted. Granted Aug. 24.

WSAV-FM Savannah, Ga.—Granted request to cancel license; call letters to be deleted. Granted Aug. 24.

WSGN-FM Birmingham, Ala.—Granted request to cancel license. Granted Aug. 24.

APPLICATION

WUSC-FM Columbia, S. C.—Seeks cp to change studio location to 1316 Pendleton St., Columbia; specify ERP as 0.00986 kw, ant. height as 363 ft. above average terrain and make ant. changes. Filed Aug. 24.

APPLICATION RETURNED

WFRM-FM Coudersport, Pa.—Application seeking cp to replace expired permit returned Aug. 27. (Improperly dated.)

Ownership Changes . . .

APPLICATIONS

WFHK Pell City, Ala.—Seeks assignment of license through sale of 50% interest by William David Frink to St. Clair Bcstg. System, for $15,000. St. Clair ownership includes **John H. Haynes** (25.33%), **Fred Lamar Kelley** (25.33%) and **Glinn Pruitt** (15.33%), partners with Mr. Frink in WFHK ownership, and **Fate L. Gossett** (22%) and **Fred C. Barber** (12%). Filed Aug. 24.

WGES Chicago, Ill.—Seeks assignment of license to partnership, comprising two new members through gift of 5% interest to each of two children of Vivian I. Cristoph. Mrs. Cristoph will retain 24%. No transfer of control is involved. Filed Aug. 28.

WANE-WINT (TV) Fort Wayne, WISH-AM-TV Indianapolis, Ind.—Seeks transfer of control from Universal Bcstg. Co (**C. Bruce McConnell** and 11 others) to Indiana Bcstg. Corp. (J. H. Whitney & Co. subsidiary) for $10,000,000. McConnell interests also control **WHBU Anderson, Ind.**, not involved in Whitney transaction. J. H. Whitney & Co., New York investment firm also owns 90% of both **KOTV (TV) Tulsa, Okla.**, and **KGUL-TV Galveston, Tex.** Filed Aug. 28.

WKAM Goshen, Ind.—Seeks assignment of license to Northern Indiana Broadcasters Inc. through sale of all stock for $41,500. Principals **William N.** (60%), **Alonzo E.** (30%) and **Florence A. Udell** (10%) also own **WIMS Michigan City, Ind.** Filed Aug. 27.

WBAT Marion, Ind.—Seeks transfer of control of licensee corporation from John L. Ramp to Central Bcstg. Corp., through sale of 100% interest for $140,000. Central Bcstg. is licensee of **WKBV Richmond, Ind.** Filed Aug. 20.

WBUX Doylestown, Pa.—Seeks assignment of license from James Stolcz to WBUX Bcstg. Co. for $100,000. Mr. Stolcz and George Steiner will hold equal interest in corporation after FCC approval. Mr. Stolcz is 62% owner **WNLK Norwalk, Conn.**, and has application pending for new am at Perth Amboy, N. J. Filed Aug. 27.

WGBI-AM-FM Scranton, Pa.—Seek assignment of license from Scranton Broadcasters Inc., to WGBI Radio Inc. Corporate change only, no transfer of control. Filed Aug. 28.

WSVA-AM-FM-TV Harrisonburg, Va.—Seek assignment of license to Shenandoah Valley Bcstg. Inc. Corporate change only, no change in control. Filed Aug. 28.

WJMA Orange, Va.—Seeks transfer of control of licensee corporation to Woodbury S. Ober through purchase of 175 shares each of common and preferred stock from 26 stockholders for $18,375. Mr. Ober will own 65% of station after FCC approval. Filed Aug. 23.

WHBL-AM-FM Sheboygan, Wis.—Seek transfer of control of licensee corporation from Charles E. Broughton and Robert A. Saltzstein to Paul F. Skinner, through sale of 265½ shares of common stock for $39,925. Mr. Skinner will now hold 59.1 interest in stations. Filed Aug. 28.

KOWB Laramie, Wyo.—Seeks relinquishment of negative control of licensee corporation by George B. Dent Jr. and John Alexander through gift of one share each to their wives. Filed Aug. 28.

Hearing Cases . . .

INITIAL DECISIONS

Rochester, Minn.—Hearing Examiner Herbert Sharfman issued Initial Decision looking toward grant of application of The Rochester Bcstg. Co., for new am station to operate on 1270 kc, 500 w D. in Rochester, Minn. Announced Aug. 27.

Lebanon, Pa.—Hearing Examiner J. D. Bond issued Initial Decision looking toward affirming Commission's November 2, 1955, grant for transfer of control of Lebanon Television Corp. (**WLBR-TV**, ch. 15), Lebanon, Pa., from Lebanon Broadcasting Co., et al., to Triangle Publications Inc., and denying protest of WHP Inc. (**WHP-TV**, ch. 55), Rossmoyne Corp. (**WCMB-TV**, ch. 27), The Patriot-News Co. (**WTPA (TV)** ch. 71), all Harrisburg, Pa., and Eastern Radio Corp. (**WHUM-TV**, ch. 61), Reading, Pa. Announced Aug. 24.

OTHER ACTIONS

Southeastern Bcstg. System, Macon, Ga.—By memorandum opinion and order FCC denied

MISCELLANEOUS

NOTICE

One Shure Microphone, Model 300. Ser. 2642
Two Altec Microphone System Model M20, Ser. 1129 and 1130
One Electro Voice Filter-type Microphone
One Electro Voice Microphone slim-line-type
One McIntosh Amplifier, Model 150A, Ser. 7216
Two General Electric Amplifiers, A1320

These items were stolen from Recordex, Ltd., Suite 207, Mining Exchange Building, Denver 2, Colorado.

Any information of the above listed items should be sent to this office or to Detectives G. E. Tovrea or G. F. Curnow, Detective Division, Police Department, City of Denver.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K Street N.W. • Washington 6, D. C. NA 8-3233
60 East 42nd Street • New York 17, N. Y. MU 7-4242
35 East Wacker Drive • Chicago 1, Illinois RA 6-3688

in its entirety April 11 petition by James S. Rivers, tr/as The Southeastern Bcstg. System, Macon, Ga., for review of examiner's ruling in proceeding involving it and B. J. Parrish, Pine Bluff, Ark.; James A. Noe **(KNOE Monroe, La)**, and Radio Columbus Inc. **(WDAK Columbus, Ga.)**, for use of 540 kc for am broadcast. Action Aug. 29.

Newburyport, Mass.—By order FCC reopened record in proceeding involving application of Theodore Feinstein for new am station (1470 kc, 500 w D), in Newburyport, Mass., to include agreement between Feinstein and **WLAM Lewiston, Me.**, relating to interference; closed record. Action Aug. 29.

Paducah, Ky.—By order FCC on petition by Paducah Newspapers Inc., corrected transcript of oral argument in proceeding involving it and Columbia Amusement Co., for new tv station on ch. 6 in Paducah, Ky. Action Aug. 29.

Routine Roundup . . .

August 23 Applications

Accepted for Filing

KDQN DeQueen, Ark.—Seeks license to cover cp which authorized new am.

KFTM Fort Morgan, Colo.—Seeks license to cover cp which authorized change in frequency, power and hours of operation.

KFEL Pueblo, Colo.—Seeks license to cover cp which authorized new am.

WCMR Elkhart, Ind.—Seeks license to cover cp which authorized new am.

KUZN West Monroe, La.—Seeks license to cover cp which authorized new am.

WFST Caribou, Me.—Seeks license to cover cp which authorized new am.

WSRW Hillsboro, Ohio—Seeks license to cover cp which authorized new am.

WCBE Columbus, Ohio—Seeks license to cover cp which authorized new non-commercial educational fm.

WBLY Springfield, Ohio—Seeks license to cover cp which authorized change in ant.-trans. location, installation of new trans. and changes in ant. system.

WWRI West Warwick, R. I.—Seeks license to cover cp which authorized new am.

WHBG Harrisonburg, Va.—Seeks license to cover cp which authorized new am station and specify studio as 75 Market St., Harrisonburg.

KBRC Mount Vernon, Wash.—Seeks license to cover cp which authorized increase in nighttime power and make changes in DA pattern.

WELD Fisher, W. Va.—Seeks license to cover cp which authorized new am.

Renewal of License

KAVL Lancaster, Calif.; KBIM Roswell, N. M.

Remote Control

KCBQ San Diego, Calif.; KRAI Craig, Colo.; WUSC-FM Columbia, S. C.

August 24 Applications

Accepted for Filing

WBRG Lynchburg, Va.—Seeks mod. of cp (which authorized new am) to make changes in ground system.

Modification of License

WBCU Union, S. C.—Seeks mod. of license to change hours of operation from unl. to specified hours (5:30 a.m. to 7:30 p.m.).

License to Cover Cp

WUNC Chapel Hill, N. C.—Seeks license to cover cp which replaced expired permit.

Remote Control

Renewal of License

KONI Phoenix, Ariz.; KVNI Coeur d'Alene, Idaho; KORK Las Vegas, Nev.; KSVP Artesia, N. M.

Renewal of License Returned

Murray, Utah—KMUR's application for renewal of license returned (signed by gen. mgr.).

August 27 Decisions

Actions on Motions

By Hearing Examiner Herbert Sharfman

San Antonio, Tex.—By Memorandum Opinion and Order, denied Aug. 16 motion by **KITE San Antonio, Tex.**, for continuance of hearing now scheduled for September 10 on its protest to May 2 grant of transfer of control of **KTSA-AM-FM San Antonio**, from O. R. Mitchell Motors to McLendon Investment Corp. Action Aug. 23.

By Hearing Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for extension of time from Aug. 27 to Sept. 10 for filing proposed findings and conclusions, and final date for filing reply findings from Sept. 24 to Oct. 1, re tv application of **WSLA (TV) Selma, Ala.**, for mod. of cp. Action Aug. 23.

By Hearing Examiner J. D. Bond

Anna, Ill.—Granted petition filed July 31 by Anna Bcstg. Co. for leave to amend am application to show "engineering studies and surveys made by the applicant looking toward the elimination of the reasons the application was designated for hearing." Action Aug. 21.

August 27 Applications

Accepted for Filing

Modification of Cp

WJTV (TV) Jackson, Miss.—Seeks mod. of cp (which authorized new tv) to extend completion date to 3-22-57.

WMFD-TV Wilmington, N. C.—Seeks mod. of cp (which authorized new tv) to extend completion date to 3-15-57.

License to Cover Cp

KOLO Reno, Nev.—Seeks license to cover cp which authorized installation of new trans.

License to Cover Cp Amended

WBAW Seneca, S. C.—Application seeking license to cover cp which authorized increase in power and installation of new transmitter amended to change name of applicant to Radio WBAW Inc.

Remote Control

WCPH Etowah, Tenn.

Renewal of License

KBMX Coalinga, Calif.

August 28 Decisions

By the Broadcast Bureau

Action of August 23

WCPH Etowah, Tenn.—Granted authority to operate trans. by remote control from 109 Ninth St.

Actions of August 22

Following stations were granted authority to operate trans. by remote control: **WICE**, from Room 202, Crown Hotel, **Providence, R. I.; KRAI**, from on Meeker Road, near Craig, Colo., while using non DA.

Following were granted extensions of completion dates as shown: **KSWS-TV Roswell, N. M.**, to 1-8-57; **KRCG-TV Jefferson City, Mo.**, to 3-15-57; **KMAU (TV) Wailuku, Hawaii**, to 3-19-57; **WLVA-TV Lynchburg, Va.**, to 2-1-57; **KVOS-TV Bellingham, Wash.**, to 1-24-57; **KERO-TV Bakersfield, Calif.**, to 12-15-56; **WJNO-TV West Palm Beach, Fla.**, to 2-15-57; **WAKR-TV Akron, Ohio**, to 3-15-57; **WWTV (TV) Cadillac, Mich.**, to 3-8-57; **KRMA-TV Denver, Colo.**, to 3-16-57.

Action of August 21

KCBQ San Diego, Calif.—Granted authority to operate trans. by remote control from Seventh Avenue and Ash, while using non DA.

Action of August 20

KAMD Camden, Ark.—Granted extension of completion date to 11-30-56; conditions.

August 28 Applications

Accepted for Filing

KCNO Alturas, Calif.—Seeks mod. of license to change name of licensee to Interstate Broadcasting Company of Oregon Inc.

KITN Olympia, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KSON-FM San Diego, Calif.—Seeks license to cover cp which authorized changes in licensed station.

WOL-FM Washington, D. C.—Seeks license to cover cp which authorized changes in licensed station.

August 29 Decisions

ACTIONS ON MOTIONS

By Commissioner Richard A. Mack

WDOD Bcstg. Corp., Chattanooga, Tenn.; Mountain City Tv Inc., Chattanooga, Tenn.—Granted Aug. 20 petition to dismiss "Petition for Rehearing and Other Relief" and pleadings associated therewith, filed by WDOD Bcstg. Corp., and dismissed as moot Mar. 22 "Reply to 'Petition for Rehearing and Other Relief'," filed by Mountain City Television Inc., in ch. 3 proceeding. Action Aug. 28.

WEEK-TV Peoria, Ill.; WTVH (TV) Peoria, Ill.—Granted joint "Motion to Strike Replies or for Leave to File Rejoinder Thereto," filed Aug. 20, insofar as it requests acceptance of rejoinder reply to separate replies filed Aug. 15, by Commission's Broadcast Bureau and by WIRL Television Co., Peoria, Ill., in ch. 8 proceeding. Action Aug. 28.

Sangamon Valley Tv Corp., Springfield, Ill.—Granted petition for extension of time to and including Sept. 6 to file reply to Opposition to Petition for Rehearing and Reconsideration filed by WMAY-TV Inc., Springfield, in ch. 2 proceeding. Action Aug. 28.

Broadcast Bureau—Granted petition filed Aug. 22, for extension of time to and including Sept. 10 to file Exceptions to Initial Decision re am application of B. L. Golden, Fresno, Calif. Action Aug. 28.

By Hearing Examiner Jay A. Kyle

Golden Meadow, La.—Ordered that prehearing conference will be held on Sept. 7 re am application of Leo Joseph Theriot **(KLFT Golden Meadow)**. Action Aug. 28.

By Hearing Examiner Herbert Sharfman

San Antonio, Tex.—Issued memorandum of action taken upon transcript in matter of transfer of control of Sunshine Bcstg. Co. **(KTSA San Antonio)** from O. R. Mitchell Motors to McLendon Investment Corp., and of disposition of Aug. 23 "motion for order prohibiting the taking of depositions and motion to squash subpoena to Gordon B. McLendon," filed by McLendon Investment Corp., and Aug. 23 "motion to limit scope of depositions and for other relief," filed by O. R. Mitchell Motors. Action Aug. 27.

August 29 Applications

Accepted for Filing

WBBN Perry, Ga.—Seeks license to cover cp which authorized new am.

WGAN Portland, Me.—Seeks license to cover cp which authorized installation of new trans.

WALM Albion, Mich.—Seeks license to cover cp which authorized increase power and installation of new trans.

WMIC Monroe, Mich.—Seeks license to cover cp which authorized new am.

KDIO Ortonville, Minn.—Seeks license to cover cp which authorized new am.

KMUL Muleshoe, Tex.—Seeks license to cover cp which authorized new am.

KNAK Salt Lake City, Utah—Seeks license to cover cp which authorized increase daytime power and install new trans. for D operation only.

WKLC St. Albans, W. Va.—Seeks license to cover cp which authorized installation of new trans.

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Another Texas Whopper

UNLIKE radio and television, whose rating services pin-point individual audiences to individual programs and commercials, newspapers like to deal in round numbers.

Newspapers shy away from research that shows how many, or better said, how few people read an individual ad.

In keeping with this newspaper philosophy of counting all the eyes that happen to fall, however briefly, on some part of a paper, the Texas Daily Press Assn. has emerged with a new study. Prepared by Joe Belden Assocs. of Dallas, the study claims the adult newspaper audience—the total number of adults who are exposed to newspapers—is 25% to 50% bigger than the total audience of radio or tv.

Such figures seem less impressive when competent researchers dig further into comparisons between newspapers and the broadcast media. The Pulse Inc. has collected some particularly illuminating information in two years of applying to newspapers and magazines the same tests of audience size that are used in radio and television.

The results of the Pulse inquiries are reported elsewhere in this issue. They include these findings: 1. Five times as many minutes are spent viewing tv as are spent reading newspapers. 2. Many printed advertisements are never read at all. 3. It takes a half-page ad or larger to achieve a significant newspaper rating. 4. Fewer than 15% of newspaper readers return to the paper after the first reading.

Even if it were true that newspapers had a 25-50% superiority in total audience, and there is plenty of competent research to dispute those figures, the advantages of total exposure would be more than offset by the fact that of that total audience only fractions, small fractions, are apt to see any particular ad unless it is a half-page or more.

Time and Tolerance

WHILE organized Protestant groups argue among themselves with considerable fervor about the pros and cons of paid religious broadcasting, there remains another problem worthy of their cooperative attention—the 66 million unchurched Americans.

In the heat of religious battle over the use of broadcast facilities, some of those who lead denominational activity seem to have suffered a loss of perspective. Most recent instance is the adoption by the National Council of the Churches of Christ in the U. S. A. of an intemperate policy statement that lays out the specific responsibility of stations and networks to supply "desirable broadcast time free as a public service."

Through its Broadcasting & Film Commission, the National Council has warned that broadcasters should "give due consideration to the strength and representative character of the councils of churches, local and national."

This assertion must be matched against the claim of a rival Protestant group, the National Assn. of Evangelicals, that there are 21 million Protestants outside the National Council and of those, 10 million are represented by the Evangelicals.

We have no way of knowing which, if either group, is the more representative of Protestantism in the U. S. today, and indeed that question is unimportant to this discussion. The point here is that no church has the right to dictate how religion should be broadcast.

How religion should be presented on the air is a matter for decision by individual broadcasters. Religious needs and attitudes vary widely from community to community, a fact which is recognized in the NARTB's Television Code. While the code recommends against the sale of time for religious broadcasting, it wisely leaves the final decision up to the individual broadcaster.

Come to think of it, is anyone seriously claiming that religion and money are incompatible? Or that broadcasters have no right to charge religious interests for the use of time and facilities to spread denominational messages?

Among all churches the practice of buying newspaper space to advertise services is widespread. Buying radio and tv time is no less respectable—especially when it's remembered that religious broadcasts present a message or take a church service into the home as against the usual newspaper directory.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"If he must read a newspaper, at least have it turned to the tv page!"

Bootleg Television

TWO old-timers who were the architects of the legislation that today controls communications are crusading to make decent, law-abiding citizens out of the canyon-dwellers of the West who now are "bootlegging" television. They want the FCC to do this by changing its arbitrary rules which make such on-channel boosters illegal.

The crusaders are former Sen. C. C. Dill of Washington, "father" of the Radio Act of 1927 and the Communications Act of 1934, and Gov. E. C. (Big Ed) Johnson of Colorado, who as chairman of the Senate Commerce Committee handled most of the implementing of the Dill laws. Gov. Johnson, a man of action, named his own state "FCC" a few weeks ago and authorized "booster" service for the isolated town of Steamboat Springs. He challenged the FCC to do something about it. Sen. Dill earlier had importuned the FCC to allow unlicensed "peanut booster" service in the canyons of the Columbia River in Washington, contending they couldn't cause interference since they are not stations but repeaters. He was rebuffed and the case now is in the courts.

The upshot is that there are perhaps several hundred boosters operating "illegally" in the canyons and hills of the rugged West. The FCC can't possibly run them down, because the "repeaters" are small and unattended. They work automatically, going off when the "mother" station stops transmitting. They are like relays for telephone or telegraph lines. They simply get the emitted signals into the crags and gulleys where a few families may live, but which are out of reach of the mother station.

The public will not be denied tv in these areas where other diversions are not readily available. We're told that it's like the Volstead Act—people got their moonshine during prohibition, and they're getting their television now.

The FCC months ago tried to cope with the problem by authorizing "translator" stations, but Sen. Dill says these are too costly, and little communities can't afford them. The contention is made that community antennas likewise are too costly and that they are not amplifiers or boosters but actually tv broadcasting stations. On-channel boosters cost about $450, and practically nothing to maintain.

We do not profess to know the answer If, as Sen. Dill and Gov. Johnson contend, these on-channel boosters cause no interference, but simply "fill-in" normal service, then the FCC's position is narrow and arbitrary. Sen. Dill wants such stations to "register" with, but not be licensed by the FCC. He says he would support legislation to abolish the FCC if it refused to act.

People in remote areas are entitled to "free" television, along with their more fortunate urban brethren. The FCC, however, has a duty to protect against interference. Certainly, this situation warrants prompt study by the Commission. We doubt whether Congress will authorize or permit FCC "revenuers" to swoop down on illicit television bootleggers in hills and valleys of the West.

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